

On both sides of this sheet are illustrated the most popular models of Parker Pens. A great range of sizes and styles is offered, and the fact that any kind of pen point can be supplied makes it possible to satisfy every writing requirement.

Kindly specify the kind of pen point you desire—fine, medium, coarse, stub, bookkeepers, manifold, or stenographers. Also specify whether the point is to be stiff, medium or flexible.

The Parker Clip is a clip which will not only improve the looks of your pen, but will absolutely keep it from being lost out of your pocket. The nickle clip costs 25c; gold-plated, 75c.

For your convenience in ordering, you can simply indicate on this sheet which pen you desire. Write your name and address, and return the sheet to us. It will facilitate matters for us if new customers will kindly include their remittances with the order. Or, if you prefer, we can ship C. O. D. In either case your order will receive prompt attention, and you our best thanks.

THE PARKER PEN COMPANY,  
Janesville, Wisconsin.

Name \_\_\_\_\_

Street \_\_\_\_\_

Town \_\_\_\_\_

State \_\_\_\_\_

Shall we equip all pens with clips? Yes No

(How many)

No. 20SR *Baby*—\$3.00. This illustration is actual size. Fine for a lady's hand bag or a man's watch chain. Can likewise be furnished in medium or full length at same price.

No. 71—\$6.00 A beauty and a big success. Transparent barrel, gold crown and band on cap with a ring for chain or ribbon. This pen is sure to please.

No. 20SR—\$3.00. This is the medium length 20 with a screw ring on the cap. Self-filler or regular, plain or chased barrel. No. 23SR is \$3.75.

No. 20 1/2 B—\$4.00. The two bands on the cap of this pen set it off to advantage. It looks much better than this cut shows.

No. 51—\$4.50. This number has always been a leader. Can now be supplied in both lengths. Place for initials on the band.

No. 65—\$4.00. Long or short barrel. Wide dull gold filled band on barrel. We suggest gold plated clips for these pens with gold mountings.



WRITE DOWN GOLD FILLED BARRON OR BARRON. WE SUGGEST GOLD PLATED CLIPS FOR THESE PENS WITH GOLD MOUNTINGS.

No. 66—\$4.50. There is a gold crown and ring on the cap of this pen which makes it fine for a watch chain. Self-filler or regular.

No. 14—\$7.00. Sterling silver filigree work, beautifully done. Space for engraving name. Same design, gold filled (No. 16) \$8.00.

No. 32—\$8.00. A very pleasing pen and good to look at. This is a bargain for this kind of a pen.

No. 48—\$10.00. Plain finished with 18-K gold-filled. A pen that is certain to be much admired.

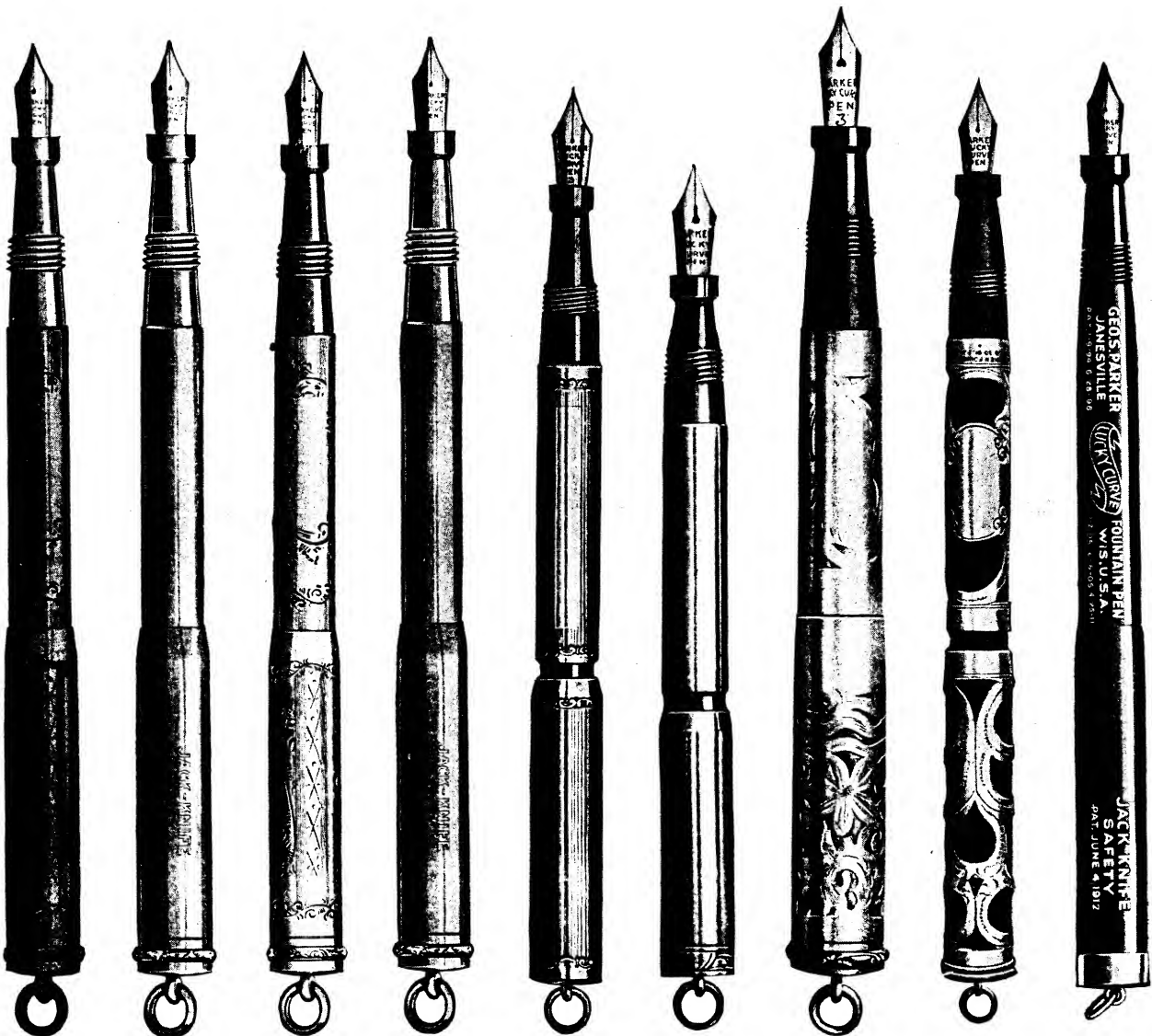
No. 49—\$12.00. 18-K gold-filled. Fine lined effect with scroll work on top and bottom of caps and barrel.

No. 95—\$10.00. Plain sterling silver. This is a very beautiful and distinctive pen.

No. 96—\$14.00. Sterling silver with finely engraved design. The engraving on this is beautifully done and you will like it.

No. 98—\$12.00. Plain gold-filled. Very rich and attractive.

No. 99—\$15.00. Similar to No. 96 in very heavy gold plate. This makes a wonderful gift pen.



(How many)

No. 20—\$2.50. The most popular pen on the market today. Both lengths. Self-filler or regular.

No. 20½—\$2.50. Same as No. 20 with chased barrel. Transparent barrel \$1.00 extra.

No. 20½SR—\$3.00. Can be furnished in long, medium or baby lengths. Ring on cap for chain or ribbon.

No. 23½—\$3.00. This needs no introduction. These have a habit of selling fast.

No. 23½SR—\$3.50. This can be furnished in plain or chased finish, and full or medium lengths.

No. 23 2B—\$4.00. This cut does not do justice to the pen. The two gold bands on the barrel make it very distinctive.

No. 51—\$4.50. This can be supplied in both lengths. Very good looking. Suggest gold plated clip for this pen.

No. 65—\$4.00. Wide dull finish gold-filled band on the barrel. A new number and a favorite.

No. 66—\$4.50. One of the biggest sellers last Christmas season. Gold crown and ring on cap for chain or ribbon. Both lengths.

No. 24—\$4.00. A size which appeals to most men. Both lengths. Self-filling or regular.

No. 24½—\$4.00. Same as 24 with



Self-filling or regular.

No. 24½—\$4.00. Same as 24 with chased barrel. The short length 24 or 24½ with screw ring is just the thing for a man's vest pocket.

No. 25—\$5.00. One size bigger than the 24. These larger sizes are more in demand than ever before.

No. 25½—\$5.00. Same as above with chased barrel. Long or medium, regular or self-filler.

No. 25SR—\$5.50. Holds a generous supply of ink. A watch chain with a Waltham on one end and one of these on the other is a good combination.

No. 26—\$6.00. This is the size of pen that will become a man's best friend. Self-filler or regular, long or short.

No. 28½—\$8.00. Still bigger. Plain barrel if desired; long or short; Self-filler or regular. Large ink capacity.

Giant—\$10.00. The largest pen made. Just the thing for the man who wants something bold and big in his hand. Not supplied as S. F., but furnished in long or short length.



ALL UNMOUNTED PENS ON THIS PAGE EXCEPT THE BLACK GIANT, CAN BE FURNISHED WITH TRANSPARENT BARRELS FOR \$1.00 EXTRA. PARKER WASHER CLIPS (NICKEL) 25 CENTS EXTRA; (GOLD PLATED) 75C EXTRA.

# Parkergrams Easy-to-Order Blank

**THE PARKER PEN COMPANY**  
JANESVILLE, - WISCONSIN

GENTLEMEN:---Count me in on the Big Selling Contest 100 per cent. You can reserve Prize No. . . . . for me now. Send me everything I have listed below.

YOUR NAME  
PLEASE

AND  
STREET

AND  
TOWN

AND  
STATE

THANK  
YOU.

THIS IS THE SPACE RESERVED FOR YOU TO LET US KNOW  
HOW MANY PENS YOU WANT. - - DON'T WHISPER.

THE TRANSPARENT BARREL PENS, YOU KNOW. SHOW JUST HOW MUCH INK IS INSIDE.

ANY INK TODAY? YOU KNOW "PARKER'S INK MAKES MILLIONS THINK."

DIDN'T YOU MEAN TO GET SOME OF THOSE BEAUTIFUL IVORINES. THEY COME IN SIX BEAUTIFUL COLORS AND THEY'RE MIGHTY FINE.

## Here's the Advertising---Help Yourself

Let us know the dimensions of the window to be devoted to Parker Pens and we will send the stuff to fill it. Check what's wanted.

WINDOW PASTERS.  
WINDOW CARDS.  
STORE CARDS.  
EASEL CUT OUTS.  
COMPLETE WINDOW TRIM.  
SMALL SIGNS.  
TIN SIGNS FOR OUT DOOR USE.

FOLDERS.  
BLOTTERS.  
MOVIE SLIDES.  
NEWSPAPER CUTS { SINGLE COL.  
DOUBLE COL.  
BRASS INK STAND.  
SPIRALITE (\$8.00 with free pens to offset cost)  
ANYTHING SPECIAL?

## *Why "Parkergrams"* *Comes to You*

We have put your name on our mailing list to receive a few issues of our little house organ "Parkergrams". We did this to show you one of the ways in which the Parker Pen Company keeps in touch with its dealers, working with them and making suggestions to help them get the maximum from their business.

If you have a few moments leisure time we would like to have you read the first article in Parkergrams. The chances are you will pick up an idea or two in here, which, applied, you can turn into real money.

Probably you are already handling some line of fountain pens. If so, there is undoubtedly a suggestion or two in Parkergrams that will help you to sell more of them. We hope so.

Will you let us know, please, if you would like to receive Parkergrams regularly? If yes, have we your correct name and address?

Obviously what we would like best is to have you become a Parker dealer. We feel that it would be a good thing for us both—and mutually profitable too. If you will let us know about what size pen assortment you might be interested in—2, 3, 4, 6, 9, 12 dozen or larger—we will send you full information about it, showing what is in it and just what profit you can reasonably expect from it.

There will be no obligation, of course. If we can't convince you that it is a good thing for you, that's our fault, not yours.

Thanks for your attention.

*The Parker Pen Company*  
JANESVILLE, - WISCONSIN



# PARKER GRAMS

A Little Journal of Inspiration and Helpfulness, Published Every Once in a While by the PARKER PEN COMPANY, Janesville, Wisconsin

## WHAT DO YOU THINK?

The writer just read a very interesting and impressive article on "Helping Dealers." The big idea in this article cautioned the manufacturer against trying to "ginger up" the dealer, giving as a reason that the dealer has been gingered to death and that what he needs is more real help and less hot air.

It's my guess that every dealer on the list will agree with this. First it is somebody's toilet soap, then somebody's tooth paste, and then perhaps somebody's fountain pen that the dealer is to boost. If the dealer receives one or two such doses of ginger per week, is it any wonder that he fails to respond?

With this thought in mind we have tried to get to some material which we think will be a big help to Parker Pen dealers. Will you read on and see if you don't think so too?

We placed an order some time ago for a series of window display easels, the first of which our regular dealers have already received, or will receive shortly. We really believe this series of six displays will prove a real help to the dealer. They are designed not to advertise solely Parker Pens, in fact the principal advertising space is devoted to pushing the dealer's store. The first of the series is illustrated herewith.

Then we have placed an order for a large quantity of Baby easels. Is this not a fine looking kid? The originals are lithographed in eight colors. In addition to easels of this piece, we will be glad to furnish you with the same thing in movie slides and wall hangers.

In addition to the above, we have three window trims which we have been issuing. If you would like one of these, will you kindly let us know? It will be gladly sent along with anything else you want.

Do you use newspaper electros? If you decide to give Parker Pens a window display, just try hooking it up with a little newspaper advertising. It works—and you will be gratified at the results. We have a lot of good strong newspaper advertisements—single and double columns, and we would like to send you some.

We hope you won't overlook ordering some of this material. There is a good profit in every Parker Pen sale, but like most everything else, they won't sell themselves. A judicious use of various kinds of advertising will help you immensely and we know you will be pleased at the results.



**Is It Not So?**

Anyone can trade merchandise for money. But the fascination lies in exchanging merchandise and complete satisfaction for money. We have sought to do this by a liberal interpretation of the term service.

### BOLD THINKING

From "The Better Way."

How many good ideas are still-born! What an idea—ghoul is timidity!

The mute Miltons are not all bards—many are business men who develop chain stores and build Woolworth Buildings in their dreams!

Success demands two things—ideas—and belief in them.

Many **MEDIOCRE** ideas are built into stone, printed on vellum, spread on lucrative canvas, exploited on double page spreads, and elaborated by a thousand artisans.

Many **BRILLIANT** ideas are buried in the oblivion of modesty and self-doubt.

Oliver Wendell Holmes said that he never wrote a good line in his life without feeling certain that he had



*If you like the Parker Baby you will like the*

**PARKER**  
LUCKY CURVE  
**SAFETY SEALED**  
**FOUNTAIN PEN**

THE PARKER PEN COMPANY JANESVILLE, WIS.

seen it somewhere before. This is a common experience, but Holmes wrote the line down anyway. A less hardy and self-confident thinker would have said, "What's the use—everything worth saying has been said,"—and with that the first stanza of a "Chambered Nautilus" or a "One Hoss Shay" would have gone huttering into the waste basket.

Nearly everyone has recognized some old, discarded idea of his own in a new invention, a sonnet, a drama, a lecture or an advertising campaign.

It's well to keep the great creations and creators of your profession well in mind; hero worship can be inspiring.

But there's also such a thing as being handicapped by too perfect an ideal. There was the young sculptor who was making excellent progress until he visited the Louvre. After that he did little or nothing. His taste being educated beyond his skill, he immediately became discouraged.

Ambition should be made of sterner stuff. If a man suppresses his ideas because men around him are more experienced, or because better ideas **HAVE** been thought of, or because he fears that somebody will criticize, ridicule or discover flaws in them, then he'll never get far.

Timidity is the bushel that covers most lights. Unfortunately it is often native to the keenest and most original minds.

Bold thinking is the one attribute common to all greatness. Some men have developed it by sheer force of will, some by cultivating buoyant physical health, some by deliberately arousing controversy in conversation, some by boxing, some by reading the lives of Pitt, Henry, Webster, Roosevelt and other frail or timid boys who became fearless men by deliberate schooling.

## SOLID GOLD FOUNTAIN PENS

We have just recently had some new styles of mounted fountain pens made up and among these are some in sterling silver, 14K heavy gold plate and some in solid gold. The pens with the solid gold barrel and cap retail at \$35.00. If any dealers have calls for such pens, we will be glad to give further particulars, send cuts of them, or send samples.

Such a pen would make a very wonderful gift for a bride or groom or some prominent person. Some years ago we made up some special mounted pens, solid gold set with precious stones. Quite a number of these pens were sold, principally to groups of people who wished to get together and make a lasting and impressive gift to some public character. William Jennings Bryan received one from some of his admirers. The King of Wurtemberg was another person thus favored.

If your home town has a presidential candidate, perhaps some of your townsmen would like to present him with a solid gold Parker.

## SWINE AND SWAG

From "The Better Way."

There are two things that most men want sooner or later: money and hogs. In fact, I've sometimes thought that way down subconsciously it is the hog-instinct that makes men want money. (Of course I mean to say that the subconscious desire to own hogs inspires them to make money.)

Hogs, somehow, are the most perfect symbols of the soil. Civilization hasn't divorced them from the earth. Cold muck feels as soothing to their ample bellies as it did 3,000 years ago. Their grunts and squeals are still classical and free from slang, lingo and jazz. They don't flash French idioms—they don't believe in mediums. Their souls give them no concern, and it's sometimes refreshing to run across an elemental creature that isn't concerned about souls.

Then they set a good example. They concentrate. There is no yearning for strange gods. The arts don't lead them astray. Early in life they choose a profession—eating and sleeping—and they follow it faithfully and contentedly.

Of course, they have their bolsheviki—the wild boats of the Black Forest. But these are hungry and uninteresting. They refuse to be regulated by human laws. Their reward is roots and acorns.

I think the sacred fable had it wrong. I don't think the prodigal son tended swine because he was broke; I think he did it because he was tired of teas and cabarets. He wanted to get among people who slept more and laughed less, who didn't borrow money, or trade wives, or have headaches, or tell stories, or eat chow-meh, or talk about actors or peace treaties. So he hustled up a good old fashioned sty and enjoyed some bojhoo sounds and smells.

When I was a kid I didn't go out and watch the bluejays and orioles; I hung over the rail fence and threw corn cobs at the hogs. Grunts aren't as musical as twitters, but somehow they're more satisfying. A nature pessimist is more inspiring than all the shallow optimists in the world.

When they find oil in my front yard I'm going to buy a farm with a twenty-year-old apple orchard on it, and down in the corner of the orchard there'll be a hog-pen where I can loaf August mornings when I'm tired thinking.



**Small Coin Justice**

We don't let one man's dollar bully another's nickel. The customer who takes the trouble to enter our store is worth the trouble of waiting on—regardless of whether he buys much or little.

## SERVICE REPAIR KITS

We are very much pleased with the way dealers are availing themselves of the Service Repair Kits. There have been in the neighborhood of 900 of these Kits issued and the dealers thus supplied are enthusiastic over the idea of making repairs themselves instead of sending pens in to the factory.

These Repair Kits contain the necessary tools and spare parts for making about 90% of the common repairs on pens. They cost \$6.00 and contain enough material to make about \$15.00 worth of repairs.

The service which dealers can thus render is, perhaps, the chief cause of the success of this idea. When a man brings in a broken pen and can have it repaired immediately or within twenty-four hours, instead of waiting days for it, you have pleasantly surprised him. The pleasant remembrance of this service will "stick in his crop" and he will be a friend of your store.

**THE MOST POPULAR SIZED ASSORTMENT—AND WHY?**

The six-dozen assortment of Parker Pens has always been a favorite with dealers, and with our salesmen, too. If someone should tell you that you could, without undue effort on your part, expect 163.7% annual profit on an investment, you would hesitate to believe it. It savors a little of wild-cat oil stock.

However, this rate of yield, and often a higher rate, is being realized by many Parker Pen dealers, and if you will examine the following figures, you will see that it is quite comprehensible.

The six-dozen assortment of pens costs \$145.90, which represents your original investment. With as fine a display and assortment of pens as the six-dozen size affords, it is not unreasonable to assume that the dealer can sell 12 pens a month, one pen every two and a half days. Not high-priced pens, but the fastest sellers, as follows:

3 No. 20 .....	\$2.50	\$ 7.50
3 No. 23 .....	2.50	9.00
3 No. 24 .....	4.00	12.00
3 No. 25 .....	5.00	15.00
12 Clips .....	.25	3.00

\$46.50

These pens and clips cost the dealer \$26.60, allowing 40 and 5% on the pens and 40% on the clips. The profit on the month's sales is therefore, \$19.90, or 13.8% in one month on the original investment of \$145.90.

If the dealer maintains the same rate of sales throughout the year, and reorders each month the pens sold, to keep the assortment intact, the annual yield will be 12 x \$19.90, or \$238.80. This is 163.7%.

It is difficult to conceive at first glance how such a tremendous profit can be made on a legitimate investment. As one of our dealers recently said, "If the Parker line is properly displayed and exploited, there is hardly a line of goods offered which will show up better on the ledger."

Fountain pen sales are not quite so frequent as those on shaving soap, but the minimum profit on a Parker sale is right around a dollar. Another thing to consider is the wide range of fountain pen prospects. Practically everyone who comes into your store writes. A billboard advertising salesman came in the other day and said, "Our advertising has 100% circulation—we appeal to everyone but the blind." We might be equally optimistic and claim that Parker Pens appeal to everyone with a hand to write with,—still further, even, because last week in a side show I saw an "armless wonder" thread a needle and sew and write with her toes. She was not using a Parker, however.

To get back to the subject of six dozen assortments, if there are any of our dealers with smaller assortments, who would like to consider the six-dozen size, we will gladly give you whatever information about it you request. We have some printed sheets for just that purpose.

**DROPPED FROM THE MAILS**

**THE SABEAN SOCIETY**

1777 Broadway

New York May 18th, 1920.

The Parker Pen Co.,  
Janesville, Wis.

Gentlemen: Someone appropriated my fountain pen and I was angry. It was a blessing, and I didn't know it—as I'll explain.

I dropped into Macy's to buy another—with my mind set on a \$3.00 limit—we always want to economize on our most valued helps, somehow.

While the sales-girl was showing various pens, a man who knew the whole alphabet of pens started to show me your latest—as it was \$5.00 plus tax, I was only lukewarm, chiefly because I had not intended to spend so much.

The beautiful workmanship, excellent way in which the pen responded to my tests, made me purchase it.

I have it now, and you or anyone else cannot have it for \$10.00.

There are two points that I thought might interest you. First: I thought for a long time that I owned a pretty good pen until some office boy swiped it. This act caused me to learn that I was lugging around an apology for a pen—and I have a nice ink spot on a silk shirt to prove it.

Second: I thought the salesman was trying to increase the amount of a sale, and he was trying to do me a favor.

Hereafter I am going to make a practice of looking into newer developments of articles I constantly use, and, also, I am going to let men who know their business help me in my selections, so long as he confines himself to advertised articles. I buy only advertised articles—an advertisement is an insurance policy to me in making purchases.

Sincerely,

(Signed) WM. HENRY BEERS,

President.

**THE PARKER NATIONAL ADVERTISING**

We believe most of our dealers will be interested in seeing a detailed schedule of our magazine advertising. This schedule runs throughout the twelve months of the year, not spasmodically with a burst here and there. The advertising is heaviest during the months preceding the Christmas holidays, but all during the year a constant and substantial schedule is followed.

The schedule was planned this way because the demand for fountain pens is not seasonable. Fountain pens are used when writing is done, and that is all the time.

July advertising will appear in:

- The Saturday Evening Post
- Literary Digest
- American Magazine
- Red Book
- Magazine of Wall Street
- Rotarian
- Fleet Review
- Total Circulation..... 4,930,639

August advertising will appear in:

- The Saturday Evening Post
- Literary Digest
- Rotarian
- Fleet Review
- Total Circulation..... 3,196,391

September advertising will appear in:

- The Saturday Evening Post
- Literary Digest
- American Magazine
- Cosmopolitan
- Red Book
- Youth's Companion
- Metropolitan Magazine
- Magazine of Wall Street
- Rotarian
- Fleet Review
- Hearst's
- American Legion Weekly
- Extension Magazine
- Total Circulation..... 8,194,455

October advertising will appear in:

- The Saturday Evening Post
- Literary Digest
- American Magazine
- Cosmopolitan
- Red Book
- Youth's Companion
- Magazine of Wall Street
- Rotarian
- Extension Magazine
- American City
- Fleet Review
- Independent
- Good Housekeeping
- Hearst's
- Total Circulation..... 7,723,557

November advertising will appear in:

- The Saturday Evening Post
- Literary Digest
- American Magazine
- Cosmopolitan
- Red Book
- Youth's Companion
- Magazine of Wall Street
- Rotarian
- Fleet Review
- Metropolitan
- Popular Mechanics
- Independent
- American City
- Extension Magazine
- Vanity Fair
- Good Housekeeping
- Hearst's
- Total Circulation..... 9,245,740

December advertising will appear in:

- The Saturday Evening Post
- Literary Digest
- American Magazine
- Cosmopolitan
- Red Book
- Youth's Companion
- Rotarian
- Everybody's
- Independent
- The American City
- Vanity Fair
- Good Housekeeping
- Christian Herald
- McClures
- Extension Magazine
- Hearst's
- Total Circulation..... 9,739,652

**THE GREEN CERTIFICATE**

You would be surprised if you knew the great number of Green Certificates which are used every month. You probably know the purpose of these, as they have been in force for some time. It is an opportunity for any dealer or clerk to earn a \$3.00 Parker Pen simply by making fifteen Parker Pen sales within a period of 90 days. One pen every six days is not a very hard job of selling and we are glad to note that most of the salesmen make their fifteen sales within 2 or 3 weeks after getting the cards.

These Green Certificates, by the way, may be called at "international institution." Many of our foreign distributors have taken it up. In Italy, Scandinavia, Australia and even in the Far East they are used. Our Java distributor for instance has these certificates printed in Dutch and Malay for use in Java and around the Malay Peninsula.

If you have not already taken advantage of this offer, we hope you will do so now. Just write in for a Green Certificate—then sell 15 pens within 90 days and return it to us with the customers' names on the back. We will be very glad to send you the \$3.00 pen with our compliments.

**PARKER INK**

We often have inquiries from various people concerning the manufacture of ink. The full history of a bottle of ink would surprise most anyone outside of the regular ink manufacturers. For your information and interest, we are pleased to give you herewith some information concerning BLUE ALEPPO NUT GALLS, their habitat and their bearing on ink making, as we offer it in our Electro Chemical Fountain Pen Ink.

The tree or shrub bearing Nutgalls is called the "Dyers Oak." It seldom exceeds six feet in height and has a crooked stem. The leaves are obtusely toothed and smooth. They are of a bright green color on both sides and stand on their feet stalks. The acorn is oblongated, smooth, two or three times longer than the cup which is sessile, somewhat downy and scaly. This species of Quercus grows in Asia Minor from the Malay Archipelago to the confines of Persia. It is found also in Armenia and Kurdistan.

The Gall originated from the puncture of a fawn colored insect or fly. The insect pierces the shoots and young boughs of the tree or shrub and deposits its eggs in the wound. This irritates the part and a small tumor quickly arises which is the result of a morbid growth, exhibiting various cells under the microscope, but no proper vegetable fibre. The egg grows with the gall and is soon converted into a larva which feeds upon the vegetable matter around it and thus forms a cavity in the center of the excrescence. This insect becomes a fly and escapes by eating its way out, as you will observe by noting the hole in the galls. Of these same species of Galls there are three colors, Blue, Green and Black. The Blue and Black Galls are indispensable in the manufacture of permanent inks; they are employed in this way on account of their richness in tannin.

It is said that those who wish to be rated as supplying a competitive ink anywhere near the quality of PARKER WRITING FLUID have been obliged to resort to common Tannin Acid, in combination with Tannin, produced from the Chinese Nut Gall, and from our experience and reliable experts, it is found that the vegetable growth of gallic acids, or as termed by various manufacturers "No. 2 Gallic Acid" does not perform the offices required as used by ourselves. We hope this statement will enter history and just a few days ago our ink factory advised us that they were the proud possessors of all the BLUE ABEPPPO NUT GALLS in the world outside of a quantity they have cabled for in Bombay, India. Our Manufacturing Department is now at work bruising the only shipment offered in the Glorious U. S. a few weeks ago. This consisted of twenty tons. They cost us money, but this is the length we will go in making PARKER ELECTRO CHEMICAL FOUNTAIN PEN INK the STANDARD FOR OTHERS to follow.

**PRICES**

No.	Description	Trade Price Per Gross	Retail Price	Shipping Wght
10	2 oz. square bottle	\$13.50	20c	16 lbs. 3 Dozen
15	3 oz. square bottle	\$18.00	30c	27 lbs. 3 Dozen
20	4 oz. square bottle, rubber filler	\$48.00	50c	10 lbs. 1 Dozen
01	1 qt. writing fluid	\$14.00 Per Dozen	\$2.00	54 lbs. Per Dozen
0612	2 oz. Red, Green, Violet or Blue	\$14.50 Per Gross	20c	16 lbs. 3 Dozen

Prices F. O. B. Janesville or New York. Subject to change without notice.



No. 20—\$2.50. The most popular pen on the market today. Both lengths. Self-filler or regular.

No. 20½—\$2.50. Same as No. 20 with chased barrel. Transparent barrel \$1.00 extra.

No. 20½SR—\$3.00. Can be furnished in long, medium or baby lengths. Ring on cap for chain or ribbon.

No. 23½—\$3.00. This needs no introduction. These have a habit of selling fast.

No. 23½SR—\$3.50. This can be furnished in plain or chased finish, and full or medium lengths.

No. 20 1B—\$3.75. The gold band on the cap of this No. 20 sets it off to good advantage and makes it a very attractive and popular number.

No. 23 2B—\$4.00. This cut does not do justice to the pen. The two gold bands on the barrel make it very distinctive.

No. 51—\$4.50. This can be supplied in both lengths. Very good looking. Suggest gold plated clip for this pen.

No. 65—\$4.00. Wide dull finish gold-filled band on the barrel. A new number and a favorite.

No. 66—\$4.50. One of the biggest sellers last Christmas season. Gold crown and ring on cap for chain or ribbon. Both lengths.

No. 24½—\$4.00. Same as 24 with chased barrel. The short length 24 or 24½ with screw ring is just the thing for a man's vest pocket.

No. 25—\$5.00. One size bigger than the 24. These larger sizes are more in demand than ever before.

No. 25½—\$5.00. Same as above with chased barrel. Long or medium, regular or self-filler.

No. 25SR—\$5.50. Holds a generous supply of ink. A watch chain with a Waltham on one end and one of these on the other is a good combination.

No. 26—\$6.00. This is the size of pen that will become a man's best friend. Self-filler or regular, long or short.

No. 28½—\$8.00. Still bigger. Plain barrel if desired; long or short; Self-filler or regular. Large ink capacity.

No. 20 Bakelite—\$3.50. A practical novelty. The transparent barrel of the non-self filling Bakelite shows the amount of ink in the barrel. Any unmounted Parker Pen can be equipped with a Bakelite barrel for \$1.00 extra.



Giant—\$10.00. The largest pen made. Just the thing for the man who wants something bold and big in his hand. Not supplied as S. F., but furnished in long or short length.

ALL UNMOUNTED PENS ON THIS PAGE EXCEPT THE BLACK GIANT, CAN BE FURNISHED WITH TRANSPARENT BARRELS FOR \$1.00 EXTRA. PARKER WASHER CLIPS (NICKEL) 25 CENTS EXTRA; (GOLD PLATED) 75C EXTRA.

**No. 20SR—\$3.00.** This illustration is actual size. Fine for a lady's hand bag or a man's watch chain. Can likewise be furnished in medium or full length at same price.



**No. 71—\$6.00** A beauty and a big success. Transparent barrel, gold crown and band on cap with a ring for chain or ribbon. This pen is sure to please.



**No. 20SR—\$3.00.** This is the medium length 20 with a screw ring on the cap. Self-filler or regular, plain or chased barrel. No. 23SR is \$3.75.



**No. 20½SR—\$3.00.** This is the same pen as illustrated above only with a fancy chased barrel and cap.



**No. 20½SR 1B—\$3.75.** This pen is sure to please anyone. It has just enough ornamentation to be distinctive.



**No. 23½—\$3.00.** A very popular size and style. A favorite with students.



**No. 24½—\$4.00.** This pen has a larger point and greater ink capacity than the 23 size.



**No. 74½—\$4.50.** Wide dull finish fancy band on barrel. Space for engraving on band.



**No. 51—\$4.50.** This number has always been a leader. Can now be supplied in both lengths. Place for initials on the band.



**No. 65—\$4.00.** Long or short barrel. Wide dull gold filled band on barrel. We suggest gold plated clips for these pens with gold mountings.



**No. 66—\$4.50.** There is a gold crown and ring on the cap of this pen which makes it fine for a watch chain. Self-filler or regular.



**No. 24 1B—\$4.75.** This is a very distinctive pen, and practical. Vest pocket length but large ink capacity.



**No. 14—\$7.00.** Sterling silver filigree work, beautifully done. Space for engraving name. Same design, gold filled (No. 16) \$8.00.



**No. 25½ 1B \$5.75.** This pen and the one directly beneath were made to satisfy the call for "one short and fat with gold trimmings."



**No. 25½ 2B—\$6.50.** Any size or length Parker Pen can be thus furnished with one or two bands on the cap.



**No. 32—\$8.00.** A very pleasing pen and good to look at. This is a bargain for this kind of a pen.



**No. 48—\$10.00.** Plain finished with 18-K gold-filled. A pen that is certain to be much admired.



**No. 49—\$12.00.** 18-K gold-filled. Fine lined effect with scroll work on top and bottom of caps and barrel.



**No. 95—\$10.00.** Plain sterling silver. This is a very beautiful and distinctive pen.  
**No. 98—\$12.00.** Plain gold-filled. Very rich and attractive.



**No. 96—\$14.00** Sterling silver with fine-lined engraved design. The engraving on this is beautifully done and you will like it.



**No. 99—\$15.00.** Similar to No. 96 in very heavy gold plate. This makes a wonderful gift pen.

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PARKER PEN FIELD GENERALS (UNFORTUNATELY ABOUT TWENTY OF THE VERY HANDSOMEST) (FAILED TO SEND IN THEIR PHOTOGRAPHS TO BE PUBLISHED)



R. E. Goin, our senior salesman in Chicago, and manager of our Chicago office, which is at 36 West Randolph Street. When you are in Chicago pay Goin a call.



M. T. Fish has for his territory the greater part of the State of New York. He is the senior member of our selling crew. While his hair has turned grey in the service, he still has his youthful characteristics of being able to display a hundred per cent sales energy, and his ability to make friends and hold them.



S. B. Woodruff, a product of Janesville, a successful and popular PARKER salesman in Iowa. The oftener you see him, the better you like him.

S. S. Fish, a past master in the art of PARKER selling. Ability won for him promotion to Manager of our New York Branch.



Mr. E. C. Belknap distributes in Chicago and the North Shore suburbs PARKER'S service and good will to our many loyal friends in this section.



Maurice L. Smith lives in San Antonio and supervises PARKER sales in Texas, Mississippi and Louisiana. A man who considers every appointment and promise a sacred obligation.



O. C. Larrimer will leave on August 7th, his territory, which consists of Southern Pennsylvania, Southern New Jersey and the State of Delaware, to take a six weeks trip to Europe, helping to dedicate the Knights of Columbus monument to be erected at the Metz, in honor of America's Sacrifice.



E. W. Davies has many friends in his territory of San Francisco and Northern California, the type of man we like to meet; full of pep and wit and always wears a smile.



A. L. Prince carries a perpetual smile. He has been highly complimented by many of his New York City customers. They feel better because of his visit.



L. A. Miller for nineteen years has represented our interests in the State of Wisconsin; a salesman of the old school, a hard worker, holding always in the foreground whatever is best for his customer.

L. M. Tebbel, a strong believer in the good human nature, knows everyone in his territory, even to how old the baby is. For years he has traveled Washington, Oregon, Idaho and Montana.



Ralph B. Bement, a tall, industrious and gentlemanly salesman, courteous in every department of his character. He covers the territory consisting of Virginia, Maryland and Washington, D. C.



Mr. F. L. Alsbrook represents the PARKER PEN COMPANY in Florida, Georgia and Alabama. He is a salesman of the type our customers like to have call on them and makes it a practice to always leave them smiling when he has completed his business visit with them.



J. Willard Hall needs no introduction to his Ohio customers. He says it takes a big hammer to drive a big nail.



Harry B. Epstein, our special representative, goes where work is hard, but the opportunities great. He is honest, enthusiastic, decidedly industrious, and courteous in his persistency, the kind of salesmanship you admire.

Herbert Crandall looks after many PARKER dealers in the State of New York. He is young, full of life, and enthusiastic over his work, anxious to make PARKER friends.



G. H. Norton, a highly developed diplomat, who is making PARKER the best known fountain pen on the Pacific Coast. His territory is Southern California and Arizona.

C. A. Coulter, educated at the University of Chicago, early trained in salesmanship in the school of experience, took up the PARKER line upon his discharge from the Navy, January 1st, this year. He travels in Boston and Eastern Massachusetts.



Hy. Peterman, polite, resourceful, full of energy, taking a personal interest in each account, the kind of a salesman who makes you feel more enthusiastic towards PARKER PENS because of his visit. He calls on PARKER dealers in Western Pennsylvania.

Ivan B. Kiser travels his home state of West Virginia, and Southern Ohio; constantly looking for an opportunity to do a good turn for his customers and more thoroughly popularize PARKER PENS in his field.



F. C. Knee travels Indiana. While he carries a live weight of 360 pounds, he is active and decidedly popular amongst his trade. Why shouldn't he be; he has at all times their interest at heart.



Frank L. Du Boise; his territory is Oklahoma and the pan handle of Texas. He contracted rheumatism while in the service, making it necessary that he walk with the aid of a cane, but this handicap is offset entirely by his genial personality and sincere interest in the welfare of all of his customers.



F. H. Moloney. He travels Michigan; a man with a very wide sales experience in many lines other than fountain pens. A type of fellow who looks after first the best interests of our dealer.



Mr. O. E. Lindley specializes on large accounts. He has a penchant for big figures and big orders. He prefers to spend a week on one firm for a 5000 pen order rather than to get a number of smaller ones. Mr. Lindley is a New Yorker.



J. R. Rhodes is known to every PARKER dealer in Kentucky and Tennessee. He has been calling on our customers in this territory for the past six years, a man with a most pleasing personality.



G. A. Lynagh, in his territory of Missouri, commands the respect of fountain pen dealers because of his genial "Good morning", substantial information pertaining to the fountain pen industry.



G. H. Barnes, successful in his work in the New York Branch, keeps uppermost in his mind the best interests of his customers, endeavoring always to satisfy their needs in every respect.



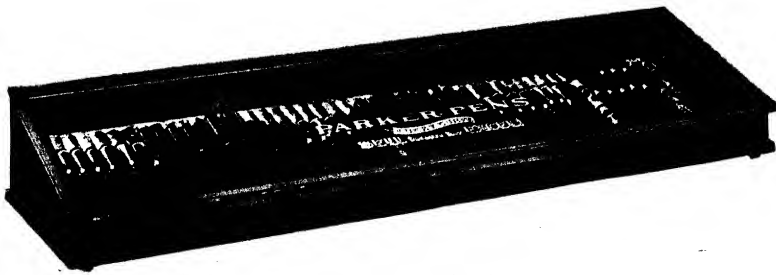
A. J. Hoffman likes his territory of Kansas, and Nebraska, likes his customers and admires their States. He is an unusually good fellow, and this is reflected in the fine bunch of orders that we always expect and get from him.



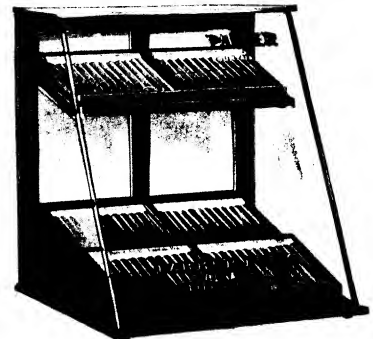
J. C. Stauffer. This man has had a sales experience of a very broad nature. One of his customers says of him: "The best fountain pen salesman ever in the State." His territory is North and South Dakota, and Minnesota.



J. E. Nelson, a man who has traveled much in various lines and various parts of the country; used to be in the moving picture business, and now is a successful PARKER salesman in New York City.



Four Dozen Assortment  
Wholesale Cost \$91.61



Six Dozen Assortment  
Wholesale Cost \$145.90

**ON SELLING PENS—**

Have you ever really thought over the possibilities of a real fountain pen department? A little thought and effort can make fountain pens show up well on your ledger.

Practically everyone who enters your place of business has writing to do and is, therefore, a good prospect for a fountain pen. Most people have heard of PARKER PENS or seen PARKER advertising and know that it is not a new and experimental product.

Very true. But how should these "prospects" be approached when they come in the store to buy something else? First of all, sell them what they came in for, and then broach the subject. "By the way, Mr. Jones, if you have a minute or so to spare, I would just like to have you try something which I have found, by personal experience, to be a No. 1."

Mr. Jones may be chilly and a little suspicious, but put one of the large sized PARKERS, filled and ready to write, into his hand, and let him try it out on a scratch pad. Just let him feel it out. It is a revelation to most people to get behind a big No. 28 and see how wonderfully it glides along. Watch his face! Mr. Jones is beginning to get luke warm. He is not only luke warm, but he is downright keen about that pen!

From then on he is sold on the PARKER PEN. If

the \$8.00 for the No. 28 is a little steep for him, try him on a No. 26 or a No. 25. But call his attention to the fact that a fountain pen lasts for years and that the price per year figures down pretty small.

The chances are that Mr. Jones will leave in a rather exultant frame of mind, with a PARKER PEN attached to his person. He will tell others where he got it and your salesmanship will begin to bear fruit.

Such salesmanship is not only profitable, but it adds perceptibly to the joy of life—that "grand and glorious feeling." How much better than to have let Mr. Jones come in, buy his tooth paste and walk right out again!

Fountain pens, like almost everything else, will not sell themselves. An effort is required. No matter what the value received is, it takes a sales effort to pry \$3.00 or \$4.00 loose from the average individual. However, this divorcement of man and money can be facilitated by some well-directed effort on your part, coupled with the cooperation which we offer to all our dealers.

First, it is quite necessary that whoever sells PARKER PENS in your establishment be thoroughly familiar with the product. What does "Safety-Sealed" mean? What does the "Lucky Curve" do? The "Spear-head Ink Controller"? Why does the PARKER CLIP make other clips look pale in the face? To sell anything, one must understand it and believe in it.

Second, everyone these days must give service. If we do not, somebody else will. When you give willing, obliging and courteous service, you not only make sales but you make favorable impressions which turn into dividends for future business. In selling a PARKER PEN, let the customer know that he is getting more than so much rubber and gold—he is getting service and satisfaction. You need not hesitate in guaranteeing writing satisfaction with each PARKER PEN. We stand back of the pens.

Third, a well-kept and full assortment of pens to choose from is essential. If your case is dusty and full of Juicy Fruit chewing gum, it will not attract the fountain pen prospects. The fastidious gum chewer probably won't want his gum from a fountain pen case, either. Really gratifying results will be accomplished by a good looking case, well kept and prominently displayed.

We think these suggestions will appeal to you as a sensible way to merchandise fountain pens. We try to make a specialty of helping dealers solve any pen selling problems which may arise. In other words, we want to cooperate with you.

Is your display case full?

**PARKER PEN ASSORTMENTS**

The cases illustrated on this page are:

- 4 dozen counter case.
- 6 dozen counter case.
- 9 dozen floor case.
- 12 dozen floor case.
- 18 dozen floor case.

The 4 dozen assortment is a very good size for a dealer in a small town. It shows a very good assortment of pens and is a very attractive outfit. This assortment costs \$91.61. If you sell only 3 pens a week for four months, this case has not only wiped itself off the books, but earned you a good profit besides.

Two and three dozen assortments can be furnished at \$45.15 and \$71.02 respectively. A dealer in a small town who wishes to make a limited investment in fountain pens will find one of these assortments a fine profit maker and well adapted to his needs.

We issue more 6 dozen assortments than any other

size. This seems to be the best size for the average dealer. Either a floor case or a counter case can be obtained for this. A very complete display is afforded and with a good man behind the counter this case will make one of the most profitable departments in your store. This assortment costs the dealer \$145.90.

Below are illustrated some of the larger Parker Pen assortments—the 9, 12, and 18 dozen sizes. These sell to dealers for \$217.21, \$287.09 and \$434.42 respectively.

With any one of these assortments a dealer can make his store a fountain pen headquarters. They cost a lot of money, to be sure, but any Parker Pen assortment in the hands of an aggressive, enterprising retailer, will write itself off the books in short order and from then on register big profits.

If a dealer really wants to go after fountain pen trade and get it strong, one of these big assortments will be the best vehicle he could employ.

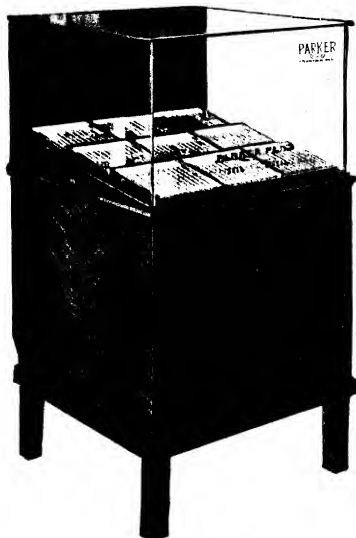
Any merchant who would like more complete information on any of these assortments will oblige us by

writing in. We will go over the matter in detail and we feel sure you will be interested.

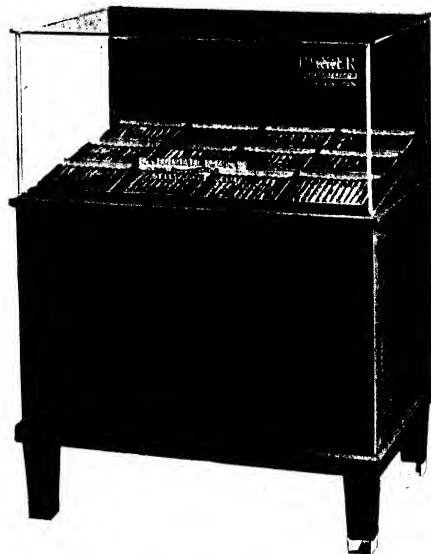
The dealer who has not (some time or other) bought a stock of goods that turned out to be "lemons" has missed one of life's best lessons. Before you consider installing one of these assortments, it would be a good idea to get out your blue pencil, do some figuring and see just what kind of a yield on your money you can reasonably expect.

With an assortment of any size, you can easily sell two pens per month from each dozen (for example 12 pens per month from a 6 dozen assortment). This is not a high average. Bear in mind that a fountain pen is a staple article used by all sizes, colors and kinds of human beings, and their sale is not seasonable like B. V. D.'s or cough drops.

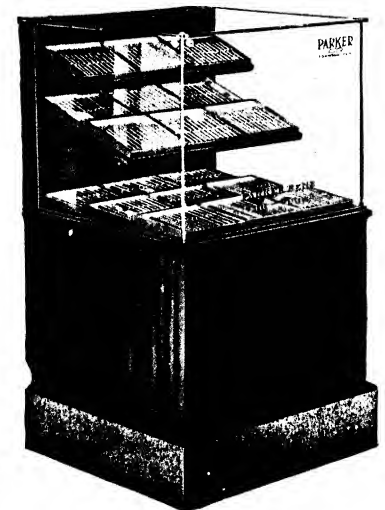
The average sale is \$3.50 or \$3.75. Just figure if you will, what percentage this pays you per month on your investment. We don't want to interest you in any proposition that won't stand the light of your own figures.



Nine Dozen Assortment  
Wholesale Cost \$217.21



Twelve Dozen Assortment  
Wholesale Cost \$287.09



Eighteen Dozen Assortment  
Wholesale Cost \$434.42



# PARKERGRAMS

A Little Journal of Inspiration and Helpfulness, Published Every Once in a While by the PARKER PEN COMPANY, Janesville, Wisconsin

## WHAT TO DO

Upon receiving an invoice of fountain pens, the question naturally arises, if you are not familiar with them, "How am I going to get my money out of them, and how shall I best go about it?"

If you have a show case and trays in which to display the goods, naturally the best thing to do is to take the goods out, check them up with your invoice and then put them in the trays. In doing this, the arrangement should be all of the fine \$2.50 pens in one tray, medium in another, stub in another, and so on through the various priced fountain pens. In other words, have your cases arranged so that you can immediately put your hand upon any pen in the case and know the type of pen it is before you get it.

In selling a fountain pen to a customer, frequently the customer will say, "I want a coarse pen" when possibly he has been trying a fine pen and you will be able to locate a pen in the case without any particular effort on your part, which is a long step taken toward the consummation of the sale.

After the stock is nicely arranged, we would advise putting in some little cards in the lower left hand corner of the case. Just some thought upon which the mind can fasten itself in connection with fountain pens. The Birthday idea is a good one. A Pen To Give Your Friend. Your Daily Needs If You Are a Business Man. These little cards could be changed occasionally if some one in the store was clever enough to write them out nicely.

The selling of a fountain pen discloses the difference between a 100% salesman and one who is not a salesman. Naturally, the man who buys a fountain pen in your store does so because he believes he will get superior service from your establishment. He can buy Parker Pens in any one of nearly 20,000 other stores, but the fact that he has come to YOUR store is certainly very much of a compliment to you. Now treat him as though you appreciate this high compliment being paid you. Evidently there is something about your store or your personality that has impressed the buyer and makes him believe he is going to get a pen better suited to his purposes by going to your store than by going elsewhere. Now live up to the reputation.

Out of the big collection, possibly, of pens that you have on hand, there is one particular pen in the case that is especially adapted and possibly made for this very man. Help him find it. He may have in mind the purchase of a \$2.50 pen when a \$4.00 or \$5.00, or even a larger size pen would be better adapted to his purpose. Therefore, your knowledge of human nature and his financial condition and of what in the long run will give him the best service and the best satisfaction should come to the front.

If the customer tells you that he wants a very fine point pen that he can bear down heavily upon, tell him that such a combination would not be satisfactory. While of course, you can supply him with a fine point pen, but if it is stiff and he bears down heavily upon it, it will cut the paper. Most people under the circumstances, would call it scratchy. It is not scratchy, but simply ground to a fine point and if it is pressed into the paper, it just naturally cuts.

If a man says a pen is too stiff, advise him that the stiffness will, in a measure be replaced by a little greater flexibility after a few days use. If a man buys a flexible pen and expects it to become stiffer, or wants it made stiffer, you can say to him that it cannot be done. You can make a long board shorter, but you cannot make a short board longer.

After the customer has decided in regard to the pen he wishes to buy, he should not, under any circumstances, be permitted to go out of the store until he has been given knowledge of how to treat his pen, and he should be instructed not to unscrew the nozzle (and by the way, in order that the people will not unscrew the nozzle from the barrel, we put shellac on the threads when it is screwed into the barrel so that it is difficult to unscrew it unless the point is slightly heated). Unscrewing it in the hands of a novice accomplishes no good and is apt to twist the rubber sac and get the pen out of adjustment generally. He should be instructed not to pull out the presser bar mechanism;



in fact, he should no more do this than he should take out the fly-wheel of his watch. Use the pen exactly as it is sold to him and it will give him many years of satisfactory service.

You should explain to him in regard to the SAFETY SEALED idea. That this pen has no projecting lever, and consequently the Parker Pen is vastly superior to pens having THE LEVER AND HOLE IN THE WALL OF THE BARREL. In the event the rubber sac in the Parker Pen should break, no ink can escape, and the only way the owner would know of it, would be through his inability to fill it, for if the rubber sac was broken, it would not suck itself full of ink.

Instruct your customer when not using the pen to screw the cap down tight over the pen point. This keeps it locked up, excluding the air so that there can be no evaporation and the pen is always moist and ready to write.

Instruct your customer to use only the best writing fluid. Parker Ink is the best made, but any good ink will work well. Give him the Accident Policy that goes with a fountain pen and explain to him just what it covers, and that it does not cover a gold pen and that in order to have the pen fixed under this policy, he must keep it and return it with the pen.

Lastly, when you sell a fountain pen, oftentimes an additional sale can be made by just a little adroit questioning to see whether the purchaser would not be interested in buying another pen for some member of the family. Whatever you do, however, sell the pen with the idea of making that particular pen please the customer so well that you will sell one or more through his recommendation of it.



Following these suggestions will bring you a degree of success in selling fountain pens which will make you the leader, and the fountain pen headquarters in your respective locality. Try it.

Another thing. If you ever have a customer for something that you do not have in stock, let us know the requirements, and we will be glad to co-operate with you in helping to furnish just what is wanted.

In conclusion. Don't forget this. Use the power of silent suggestion! By this we mean put up a Parker Pen sign of some sort. They are immediate tangible reminders of our constantly working national advertising, being done to help you make sales. Several of them if you wish. They will pay for the space they occupy a thousand fold. A sign of this character will call to mind a forgotten resolve to buy—will lead to inquiry and ultimate sale.

It is a good plan to always have in stock a No. 28 Bakelite, Non-Self-Filler, so that the customer can see the ink in the barrel. It is a novelty and attracts attention. Having a big No. 28 regular Self-Filler is also advised. There are always customers for these big pens, even the Black Giants are good if they are kept where they can be seen.

Keep your pen case looking attractive, order frequently, and keep your stock freshened up. Don't wait for people to ask for a fountain pen. Pay the compliment to your customer, when you have the opportunity, of asking him to try a particularly nice pen you have in the case. Sales are very frequently made in this way.

There are a hundred and one opportunities of selling fountain pens enough to justify you in having a large and exceedingly profitable pen department. To co-operate with you to this end, we hope will be our pleasure.

## KEEP CONTROL

I know a chap who is a big business man, a man of affairs, the head of a big business and a successful one too, so far as business is concerned. But do you know, in some respects this man is a failure.



When things come up in his business that are not pleasant, delays in shipments, of crude material which, of course means delays in caring for his orders, the world to him is certainly a gloomy place. Sometimes he loses members of his force and he thinks the world is going to the dogs. He will cuss and swear and affirm the world is going wrong.

The world is all right. The trouble is in our in-

ability or rather our unwillingness to adjust ourselves to the changing business conditions of the world.

Throw a big rock into the lake and it makes a big splash and commotion and the water breaks up into waves and disturbs, for the time being, the tranquility of the water. But it soon becomes smooth as it was before the splash was made.

Worries might easily be compared to the rock falling into the water; a big splash and much disturbance but calm follows and nothing can be gained by saying "Why did it happen?"

We can, without much effort, keep ourselves worked up and unhappy and not try very hard either. Eliminate the bad and unpleasant things by forgetting them. Crowd them out with pleasant and helpful thoughts. Make an effort to do something fine either small or great for somebody else. One worrying pessimist can cast a lot of gloom over you if you are not on your guard.



## WINDOW DISPLAYS

Goods, neatly and artistically displayed, attract the eye and put in the mind of the customer thoughts of purchase.

Artistic advertising matter of a nationally advertised product, well displayed in the windows, is to the average passerby a reminder of possibly a forgotten resolve. A man may pass your store a hundred times and carry with him a latent intention of buying a PARKER FOUNTAIN PEN, yet never from your windows would that sleeping desire come forth so that he will purchase that PARKER SAFETY SEALED FOUNTAIN PEN.

Why not try the experiment of dressing up your windows? You will be treated to a really pleasant surprise at the number of people who will be stopped and enter your store, ultimately making the purchase of a PARKER PEN because you have been good enough to remind them of something they had intended to do and had forgotten.

One dealer told us that a man came into his store and wanted to buy a fairly good-sized PARKER PEN. He showed him about a dozen No. 25s and still he was not quite satisfied—he wanted something just a little larger. Then he showed him a No. 26. The dealer was so nice, so courteous, and so attentive that he sold him not only the No. 26, but the man duplicated his order because he wanted to give the second pen to someone as a present.

Do you not think that this dealer was well pleased with his window display which, combined with the best kind of personal service and friendly atmosphere, was the cause of his selling a man \$12 worth of Parker Pens?

If you want a window display write us about it and we will send, transportation charges pre-paid, the material you wish.

Tomorrow is sort of a mythical time—today is always here.

## MOUNTED GOODS

What would you think of a fountain pen to sell at retail at \$35.00?

We are illustrating, in this issue of Parkergrams, several just such pens. Beauties? The cuts do but faint justice to these most beautiful pens.

There are pens in green gold, rather the latest thing, pens with plain barrels, pens with fancy engraved barrels, and Oh, such presents as they make! The sweetheart, the wife, the sister, the daughter going away to school, what a treasure it would be to own one of these heir-looms. Remember these pens are not gold plated, but they are real solid ten carat gold, and ought to last a life-time and then some.



Owing to the fact that most people want a small size diameter barrel, it is impossible for us to make them in self fillers, so these are non-self fillers, but they are Safety Sealed. If one is content with a thicker barrel, then we could make them in the self fillers.

By the way, the writer is going to make a sales suggestion to you. Do not order a dozen of these pens, but order one or two. Then when you get it, make a window trim and put this pen in its box in the window and make a nice little setting for it in the



If you rise to the occasion and duplicate this kind of an experience a sufficient number of times, you not only become prosperous, but in the course of time, wealthy, and while acquiring this, you are happy, for "He that profits most must serve best."

Flang your customer with Parker display material, so that he will recognize the fact that here is a Service and Sales Station of the Parker Pen Company, and that he can get exactly the same degree of courtesy and attention from the store displaying this sign that he could by coming to the Home Office of the Parker Pen.

Make him feel that you are really a part and parcel of the Parker Pen Company, which you are if you are handling the product of this Company.

This is the kind of mental atmosphere with which to surround your place of business, and which has the effect of drawing in customers and increasing your sales exactly as a magnet draws to itself any small bits of steel that happens to be within its zone of influence.

Make it a point to look upon each day as having been incomplete without selling a Parker Pen. After a while, this will get to be a habit with you and you can make it two pens and even more. Just realize that even a pen a day means more than 2 gross a year and the average profit of your pen department, even with this small number, would probably run between three and four hundred dollars. If you double your sales, you double your profit.

Even now, a large number of dealers realize that a real fountain pen department is a profitable investment and this number is constantly increasing.

If it is good for others, why not for you?

### LESLIE'S WEEKLY

Do you read Leslie's Weekly?

In last week's Leslie's there was an illustrated article on the cultivation of rubber that is very interesting. The article itself is well illustrated.

Among some of the interesting things stated in this was that the United States was using 70% of the world's supply of rubber. It says, too, that the trade has grown to such an extent that they no longer rely on wild rubber trees, but immense tracts of land have been planted with rubber trees.

This article states that the cultivated rubber tree will grow from 8 to 12 feet in a single season and that in five year's time the tree will be bearing. England has made greater strides than any other country in the cultivating of rubber, and England had put into tree planting, as we recall it, something like \$400,000,000 and the United States only \$15,000,000.

### THE CANTEENS

Did you know that the boys and girls in the Parker Pen organization are running four well defined canteens? Well they are and up to the present, are doing it very successfully.

The stock of the Canteens at present consists only of Candy. Anywhere from \$10 to \$20 worth of candy a day is sold at retail.

The Honors of being General Manager and Salesman are passed around so that each one, in turn, will have the opportunity of managing the business and to date it has been very successfully managed.

Candy is sold at a profit and whatever accrues will be for a fund that goes to the Department that is conducting the store. This fund is to be used for whatever purpose it is seen fit by those who have created it.

When you come to the factory and call at the office during the recess period, you will have the opportunity of buying some of the very finest candy and seeing just how the thing is run.

Incidentally it brings out some latent talent and shows off to the best advantage those who are adapted in a commercial way to conduct business of this sort. It would not be surprising to the writer to see some fine business heads develop out of this embryo business enterprise.

### WORRIES.

Seven months ago you had just as many opportunities to worry you as you have today, but you have forgotten what they were.

Seven months from today your worries of today will likewise be forgotten.

Worries anyhow, are to your mental machinery, what sand is to the bearings of a fine piece of factory machinery.

### SCHOOL DAYS

Do you remember when (but of course you do it wasn't so long ago) you started out to go to regu-

lar school with books and strap and everything! Those were the days.

You sat pretty tight the first few days—then began to look around and see things of interest.

All children of school age are frankly initiative—they see one boy using a Parker—writing fast and well—turning in neat lessons and themes and rating well with the powers that be. Immediately then a Parker is necessary for THEM and a run on Parkers is felt by the dealer who has foreseen this annual phenomenon.

The first few days of school each year brings more brand new trade into your store than any other period. Are you going to fill their wants and hold their trade?

Our experience of thirty years advises numbers 20 and 20 1/2, 23 and 23 1/2, 24 and 24 1/2 long and short.

### OBSERVATIONS

No man is thoroughly successful unless he becomes so by his own individual efforts.

No salesman can be a really great salesman unless he realizes the price of becoming such, without "Everlastingly keeping at it" backed up by good judgment.

The House can advertise until Dooms Day, create prospects, but the man in charge of the sale of Parker Pens in your store must actually depend on himself for the consummation of the sales.

Why is it that a certain individual in your store seems to be a better salesman than others? Why is it that this man puts over the kind of deal's you like to see handled, and parts company with the customers on such good terms that the customer is glad to have him return and frequently even asks for or seeks out this particular salesman? It is because this salesman has perception and is filled with the idea of service, and lives his business life up to the tenets of the Golden Rule.

This means that a goodly number of the countless opportunities that are passing in endless succession are taken advantage of by him. The man who fails in the little things (and it is the little things that make the big) stops just a little short of the peak of the hill. There is such a thing as the "psychological moment" but it takes a man with keen vision, and quick perception to recognize it. It may be passed and the sales opportunity lost by recognizing it too late, or he may stop short of the point where it will occur. Either is fatal to big business.

The real thing is action and results. If a salesman falls down flatly and the man upon whom he is directing the battle needs the goods or is an undeveloped prospect, whose fault is it? Not the customers, surely, because it is the customers privilege to camouflage his position just as much as he wishes.

It is the salesman's fault in not making the shots penetrate and hit the mark.

Failure to make a sale that should have been made, should be the cause of a direct examination. Exactly as a commanding officer would do if he were defeated in battle by the enemy. He would want to find out, and would find out, what turned the trick against him and why he lost out.

If he was made of the stuff of which successful commanding officers are made, he would have extracted lessons from the first whereby he would turn the second battle into a complete route of the enemy.

The writer has in mind several salesmen. Men who aspire, are capable of big things, and have splendid ability, but undeveloped action. As a matter of fact, we could pick out a list comprising 10% of our dealers and salesmen who sell as much as another list comprising 50%.

Do you know why?

We do, and the answer is suggested in the above.

You are living in a time when great things are being accomplished. You can never be satisfied with conditions as they were five years ago. You cannot rate your present production with production of five years to come. If production was not a great deal more now than in pre-war times, we would be headed straight toward bankruptcy.

Therefore, let us cut the bands that have bound us and which have prevented our fullest usefulness; remembering THAT EACH HAS FORCE AND POWER TO ENABLE HIM TO DO ALMOST ANYTHING THE WILL DETERMINES.

### DISCOURAGEMENT

Wherever there are two hills lying near each other there must necessarily be a valley.

This is typical of life. There are ups and downs—all a part of life's plans. Sometimes when we are in the "Valley of Despair" we are apt to forget the hills which are soon to be surmounted.

There are days when things do not break just right. We wonder if we have lost our grip. We wonder what is the matter.

Just remember! At such a period you are in the valley and a turn to the right or left will soon bring you to the hill top where a view is unobstructed and we again function normally.

Nature seems to have a way all her own and apparently it's the best way. When in the valley is the time for reflection, preparation, renewing one's determination for the greater deeds to be done.

Take it as nature intended, as a period of recuperation, of laying the foundation for greater and bigger things with a profound belief in one's self and a prayer in one's heart for the opportunity to make good, and one cannot fail.

"Results are measured, not by the amount of energy you have, but by how much you use."

### WHY NOT TRY THIS?

Some of our dealers in smaller towns have tried the following plan with very gratifying results. All that is required is a stock of Parker Pens and a list of customers whom you know well. Select a list of ten of your customers and mail each one a Parker Pen and write a letter along the following lines: "Dear Mr. Jones:—

I haven't seen you in the store lately, I am sorry to say. I have been on the lookout for you because I have been saving something for you that I know you would like.

It's a fountain pen, a Parker, and knowing that you want a good writing instrument, I am sure you would be glad to try out this one. Fill it up and use it for a week or so. If I am right, and you want to keep it, I'll just put it on your bill. If it doesn't suit don't hesitate about sending it back.

Sincerely yours,

The chances are the pen will stick and Mr. Jones will be thankful to get hold of it. Try it.

### BENNY LEONARD

"Benny" Leonard, the world's champion lightweight, fist wizard, was telling me about himself the other day. I asked him how he became a champion.

"Because I made every beating count," said Ben.

When he started swinging the gloves as a kid of eighteen he used to take a beating once a week, for ten dollars a beat. He stacked against third-raters but they all could hit like mules kicking. Benny had lots of science and foot-work, but his punches had no more kick than near-beer. Then one day he surprised everybody by sending a fellow to the rest-room who had until then been walloping him regularly. From then on, he knocked 'em high, wide and handsome. Now He's champ of the world and he says that:

"Every man who beat me when I was a beginner helped make me a champion, because every time I was beaten I learned something from the man who beat me, and the boxing I did in those first battles helped and strengthened me for later ones."

When I said "Goodby" to Ben, I said to myself that some of us never profit by our mistakes; and that may be why we aren't world champions, or holding down bigger jobs."

From Babsons.

"Can you name a single, solitary man who has ever achieved a great, big, unqualified success in any line of business by limiting his mental and physical exertions to exactly eight hours a day?"

### HOW EDITORS GET RICH

He started poor as a proverbial church mouse twenty years ago. He has now retired with a comfortable fortune of \$50,000.00.

This money was acquired through industry, economy, conscientious effort to give full value, indomitable perseverance and the death of an uncle, who left the editor \$49,999.50—Ex.

**OUR FRIEND**

Definition of the word friend—Intimate acquaintance; favorer; One not an enemy.

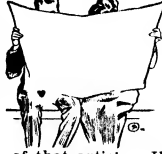
The advertisements which are given below are your friends. They favor you because they make a market for something you have to sell—namely; Parker Pens. If they bring you customers, and these customers pay you a profit, they are certainly doing something for you that should cause you to look upon them as the very best of friends.

Your customers are your guests, and a guest in your home receives the best—the smiles, the little pleasantries, the best chair, the little courtesies, and attentions that make him feel that you appreciate

his friendship and his presence. The man who comes to your store to buy is like-wise a guest, and he should be treated with the same smiles, the same little courtesies and pleasantries, and above all, he should be given helpful service. The goods you offer him should be shown in goodly assortment. He should not be asked to buy, or look, upon goods that are fly-specked or shop-worn, or dirty, but he should be treated with exactly the same courtesy as the guest in your home. He should be given the best treatment you know how to accord.

If it is fountain pens he is interested in, you should not ask him to go to a case and see the rag-tags and bob-tail of a once complete stock, and ask him to take the leavings. No. You should have a complete

stock, a good assortment of pens all arranged in the case so that you could put your hand on a fine, medium, or coarse No. 24 or No. 25, as the case might be, and hand it to him.



Naturally, this customer who has been attracted to your store by the advertising he has seen, in a national way, of Parker Pens feels that the man who is handling a nationally advertised article should live up to the reputation of that article. He expects to find you a dealer considerably higher up in the scale of merchandising than a man who sells junk over on H street. Yes, you have a reputation to live up to.

**Why the Parker is Best for School or Business**

THE Parker "Lucky Curve" feeds the ink to the point smoothly without blotting. The Press-the-Button self-filling device is concealed in the end of the barrel and the fact that it is Safety-Sealed throughout—can't leak—makes the Parker Pen the most all-around satisfactory pen for every school use as well as in business.

Parker service is nation-wide; sold by over 20,000 dealers.

The Parker Pen Company  
Janesville, Wisconsin

New York Chicago  
San Francisco Spokane

New Parker Patent Clip secured like a washer, holds pen at pocket level.  
25c extra.

No. 25  
\$5.00



**PARKER**  
LUCKY-CURVE  
SAFETY-SEALED  
Fountain Pens



**PARKER**  
LUCKY-CURVE  
SAFETY-SEALED  
Fountain Pens

**Why the Parker will suit You**

Ideas scientifically true evolved the Parker Pen, which is meeting daily the fountain pen needs of many million people.

The "Lucky Curve" feeds ink by an automatic control to the point, not the fingers. Safety-sealed throughout, it can't leak. Press-the-button and it is filled instantly.

The Parker Pen writes smoothly, easily, steadily whenever called upon—as loyal and eager to serve as a friend.

Sold and guaranteed through 20,000 dealers.

THE PARKER PEN COMPANY  
JANESVILLE, WIS.

New York Chicago  
San Francisco Spokane



New Parker Patent Clip Secured like a washer, it holds the pen at pocket level.  
25c extra.

No. 23  
Price \$3.00

**41,608**  
"John Henrys"

were written by this Parker Pen with **one** filling of ink. It's the biggest we make; its capacity is not so many drops but  $3\frac{1}{2}$  **teaspoonfuls**.

Made for men who are too busy to stop often to fill a smaller pen. More than likely you are just the man that needs one.



**PARKER**  
LUCKY-CURVE  
SAFETY-SEALED  
Fountain Pens

The Parker Black Giant  
\$10.00

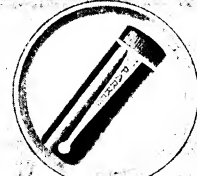
Clip 25c Extra

This is only one of 285 Styles of Parker Pens

(Actual Size)

The Parker Pen Company  
Janesville Wisconsin  
New York, Sliger Bldg. .. Boston, 515 Washington St.  
Chicago, 36 W. Randolph St. .. San Francisco, Wells Fargo Building

For Sale Everywhere



The New Parker Patent Clip holds the pen at pocket level.



**BUILT** on honor and made for service. The pen that's always clean. The Parker "Lucky Curve" automatically feeds the ink to the point and not to the fingers. Leak-proof because Safety-Sealed. A writing instrument whose fineness is attested by many million users and twenty thousand dealers.

The Parker Pen Company  
Janesville, Wis.  
New York Chicago San Francisco Spokane

**PARKER**  
LUCKY-CURVE  
SAFETY-SEALED  
Fountain Pens

way of some plush or velvet, and do not place the plush or velvet flat, but pull it up a little in folds so that you will give it a rich back ground, such as you ordinarily see only in the large city store.

You will find some one among your customers who wants just that pen. It will be an impetuous to your fountain pen business that will be a pleasure. There are also new styles in sterling silver.

It is, perhaps, needless for us to tell you that all of these beautiful high price goods are accompanied by very handsome cases, which give the proper setting to the pen.

"The increasing business of any store is, I believe, due to the little courtesies which appeal and please the customer, and also to the unobtrusive effort to make the customer feel entirely at home."

**WHAT IS A FRIEND**

What is a friend? I will tell you. It is a person with whom you dare to be yourself. Your soul can go naked with him. He seems to ask of you to put on nothing, only to be what you are. He does not want you to be better or worse. When you are in with him you feel as a prisoner feels who has been declared innocent. You do not have to be on your guard.

You can say what you think, so long as it is genuinely you. He understands those contradictions in your nature that lead others to misjudge you. With him you breathe free. You can take off your coat and loosen your collar. You can avow your little vanities and envies, and hates and vicious sparks, your meanness and absurdities, and in opening them up to him they are lost, dissolved on the white ocean of his loyalty. He understands. You do not have to be careful.

You can abuse him, neglect him, tolerate him. It makes no matter. He likes you. He is like fire, that purifies all you say. He is like wine, that warms you to the bone. He understands, he understands. You can weep with him, laugh with him, sin with him, pray with him. Through and underneath it all he sees, knows, and loves you. A friend, I repeat, is one with whom you dare to be yourself.

—Selected.

**SILENT TREATMENT**

Do you want to be more successful? Do you want to make records and achieve accomplishments that stand out of the ordinary? There is a way for you to do this. Possibly you are even now following out the plan about to be suggested.

Is there a customer, present or prospective, with whom you especially desire to do business?

Tonight, before you go to bed, sit in your room where it is quiet, close your eyes and put your thoughts on the customer of tomorrow.

Tell him by Telepathy you can help him. You can tell him how to reap greater financial reward. You have a plan, you have the goods that go with the plan and you want to be of assistance to him and he to you. Then go over your sales plan with him, just as tho he were present. You will find matters, the next day, as tho a friend had preceded you.

Had such a course been suggested a few years ago, the one advising it would have been thought a fit candidate for detention. Today, many have found the application of the great principles herein touched upon, have brought health, happiness and prosperity. Try it!

**YOU CAN'T PLAY TAG WITH A SKUNK AND ESCAPE WITHOUT THE ODOR**

You can't get too near the effuvial skunk without the danger of getting mugged up and you can't do business on cheap, shoddy pens without the danger of soiling your reputation.

Attractive store fronts and the welcoming smile are both good business-bringers, but, if you are going to win a come-back trade, you've got to deliver the quality.

Your trade represents more than the confidence your customers have in you. They give your store their favor because first of all they believe you will protect them in their purchases by keeping out of your store such goods as would give them dissatisfaction. This confidence is the biggest asset of any business.

Likewise, when the public's confidence in a merchant is impaired, trade begins to fall off, gradually at first, but faster and faster every day until it gains a destroying momentum.

Confidence is built on quality. Every quality article you sell establishes and confirms your worthiness of the public's confidence.

Isn't it plain, everyday, business wisdom to handle quality goods alone? Isn't a merchant's reputation for quality too valuable to be tampered with? No

wise merchant would carry in stock on the chance of a little extra profit any high explosive that would endanger his business. Is it wise then to carry in stock a suspicious fountain pen which you suspect is "shoddy" and which will fail to give the owner satisfaction, which is the thing he really buys? Is it wise to trifle with the customer's confidence?

Take the firm quality stand—keep the suspicious stuff out of the stock. Build for quality-prestige. The trend of trade is toward quality—and it is a good thing to have associated with your name.

"There is only one place in the world where you can live a happy life and that is inside of your income."

**SPEAKING OF GOLD**

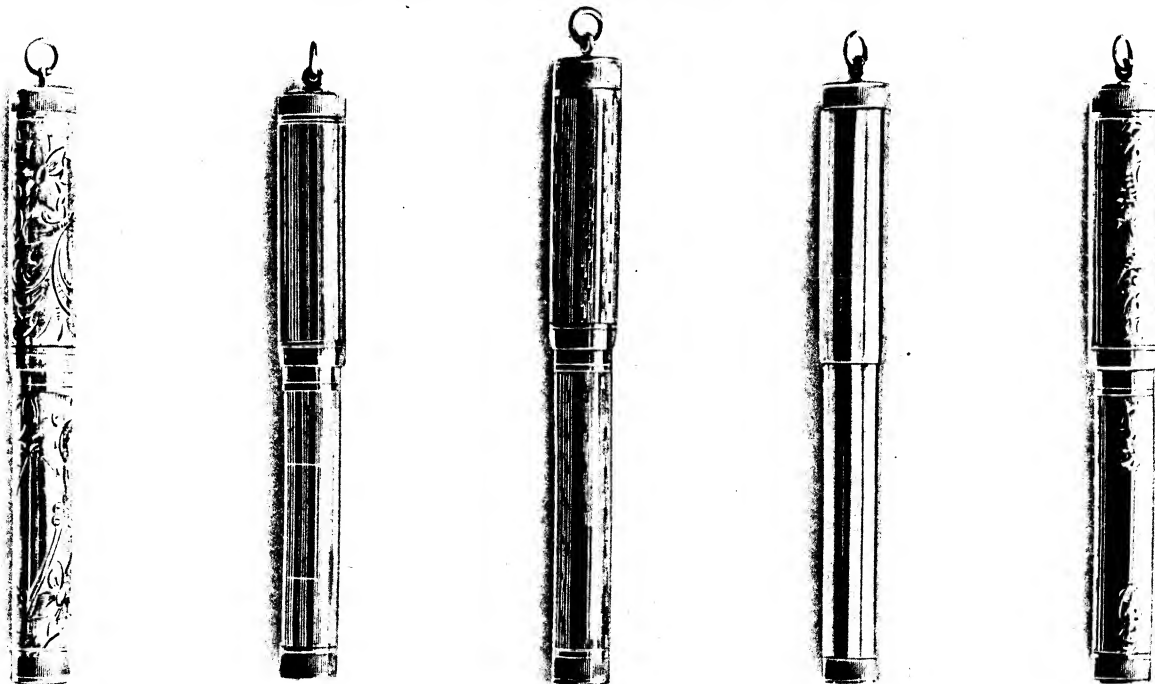
If the bill goes through which has been presented to Congress, the man who buys a solid gold fountain pen will be in luck, because if the bill in question becomes a law, gold withdrawn for commercial purposes will cost very much more than the amount of gold it represents in gold coin. In this event, it will be absolutely necessary to change the retail and wholesale price of fountain pens, and the probability is that a \$2.50 pen could not be sold at retail for less than \$3.00, and others in the same proportion.

There is a great deal of opposition to the bill, but there is a great deal that can be said in its favor. With the low price of gold at the present time, gold mining is an unprofitable venture except in the very richest mines. One of the big mine owners, with whom the writer has a personal acquaintance, told him that a short time ago many of the big mines of the world had to close down, because it was not profitable to continue to mine gold. He said most of the gold that was mined now was gotten out as a by-product. If that is the case, in the course of a few years gold would certainly become very much of a premium, for it is a known fact that there is more gold withdrawn from circulation at the present time for arts than gold is being mined, and it really is a startling situation.

**SYSTEM LONG-AGO SAID:**  
 "I have a dollar,  
 You have a dollar,  
 We swap.  
 I still have a dollar,  
 You still have a dollar

I have an idea,  
 You have an idea,  
 We swap.  
 I have two ideas,  
 You have two ideas"

**PARKER GIFT PENS**  
 IN BOTH SOLID GOLD AND 14-K ROLLED GOLD PLATE



# Parker Pen Electrotypes for School Time

On this page are illustrated some newspaper advertisements which were gotten up especially for dealers to use around the time that schools are opening. We believe that the use of several of these attractive little advertisements will acquaint the school going public with the fact that you are handling Parker Pens and that a good many sales will result from this publicity.

The national advertising which we are doing in magazines is particularly heavy at this time reaching a total circulation of about nine million people. This is a very good opportunity to connect this national publicity with your place of business and we recommend that you take advantage of it.

There is an order blank enclosed with this issue of Parkergrams and down at the bottom is a place for you to indicate whether you wish advertising material or not. Your request for any kind of advertising matter will have prompt attention.

We suggest also that Parker dealers make up a good window trim at some time during the first few weeks of the school year and we really believe that whatever effort you exert along these lines, will bring you rich dividends in the form of fountain pen sales. Anything that we can do to cooperate with you in this regard will be very cheerfully done.



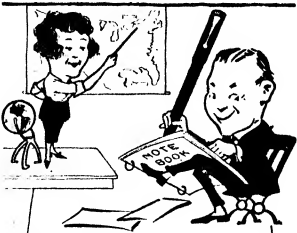
## "I'm No Dude, Lucy, but—

"—I sure like the way this Parker keeps my hands and notebook clean. Haven't had a blot since school opened." The Parker "Lucky-Curve" feeds the ink smoothly without flooding. It's Safety-Sealed and can't leak when carried. *Press-the-Button* device at top fills the pen instantly. Just the pen for school or business. Millions in use.



**PARKER**  
LUCKY-CURVE  
**Fountain Pens**  
SAFETY-SEALED

Sold and Guaranteed by



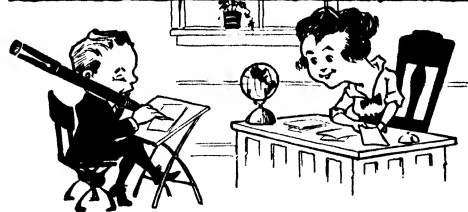
## TAKES NOTES IN A HURRY—

No matter how fast the instructor talks, it's easy to keep up with a Parker Pen. No clogging, no stopping to shake, no inkstained fingers. The "Lucky Curve" feeds the ink smoothly. It can't leak when carried—*Safety-Sealed*. *Press-the-Button* and it's filled instantly.



**PARKER**  
LUCKY-CURVE  
**Fountain Pens**  
SAFETY-SEALED

Sold and Guaranteed by



## Make This a School Year of Clean Writing

You can do it with a Parker Fountain Pen. No blots, no ink-stained fingers. The exclusive Parker "Lucky Curve" feeds ink to the point smoothly. *Press-the-Button* instant filling device at the end eliminates holes in the barrel wall, making the Parker *Safety Sealed* and absolutely leak proof. The New Parker Patent Clip holds in place like a washer. Holds the pen firmly at pocket level. 25c extra.

**PARKER**  
LUCKY-CURVE  
**Fountain Pens**  
SAFETY-SEALED

Sold and Guaranteed by



The New Parker Patent Clip holds the pen at pocket level.



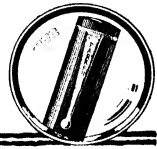
## Start School Right— With a Parker Pen

The Parker "Lucky Curve" controls the ink flow and insures clean, smooth writing without flooding or staining the fingers. *Safety Sealed*—can't leak. *Press-the-Button* device fills pen instantly.

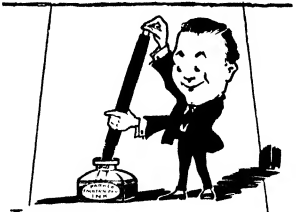
**PARKER**  
LUCKY-CURVE  
**Fountain Pens**  
SAFETY-SEALED

are found in millions of pockets. You'd be surprised how many prominent local business men carry them.

Sold and Guaranteed by



The New Parker Patent Clip holds the pen at pocket level.



## Just Press the Button!

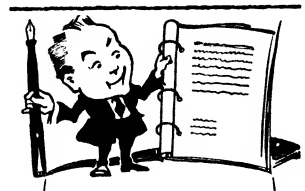
—Hold it a second and let it go. The Parker Fountain Pen is filled, ready for many thousand words of smooth, blot-free writing. A dandy pen for school use. The Parker "Lucky Curve" feeds ink to the pen and not to the fingers. *Safety-sealed*—it can't leak under any condition.



**PARKER**  
LUCKY-CURVE  
**Fountain Pens**  
SAFETY-SEALED

Sold and Guaranteed by

The New Parker Patent Clip held in place like a washer. Holds the pen at pocket level. Prevents losing pen during rough play, 25c extra.



## A Clean Notebook—a Good Grade

A neat, cleanly written notebook makes a better impression—a better grade—write it with a Parker Pen. No blots, no ink-stained fingers. The "Lucky Curve" feeds the ink smoothly. *Safety-sealed*, it can't leak when carried—*Press-the-button* and it's filled instantly.



**PARKER**  
LUCKY-CURVE  
**Fountain Pens**  
SAFETY-SEALED

Sold and Guaranteed by

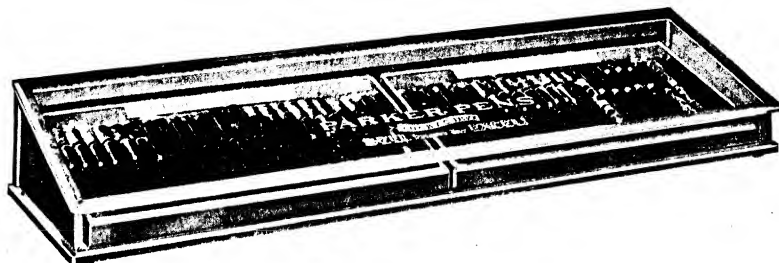
# TWO GOOD INVESTMENTS

## THE FOUR DOZEN AND THE SIX DOZEN ASSORTMENTS

We hardly think it necessary to go into detail to show why a fountain pen line is a good thing for a dealer to handle. Everybody who writes is a prospect. The demand is not seasonable, but all year round. The price is right; in fact, the prices on Parker Pens (except on some mounted numbers) have not changed for twenty years, increased costs being offset by perfected production methods. Furthermore, the demand for Parker Pens is a constant one, and ever on the increase, so that there is no likelihood of a stock of Parkers dying on your hands. We suggest your prompt consideration, so that we can get these pens in your hands for the heavy buying season.

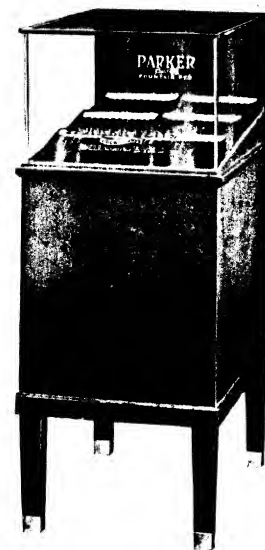
### The Four Dozen Size

Retail Selling Price	\$156.65
Wholesale Cost	91.61
Profit to Dealer	\$65.04



### The Six Dozen Size

Retail Selling Price	\$255.25
Wholesale Cost	145.90
Profit to Dealer	\$109.35



## DO A LITTLE FIGURING

If this four dozen assortment is prominently displayed and a conscientious effort made to sell Parker Pens, the dealer will have no difficulty in making many sales. The following figures will show the yield on your investment if one sale is made every five days, an average which surely is not hard to beat:

2 No. 20 at \$2.75	\$5.50
2 No. 23 at 3.25	6.50
1 No. 24 at 4.25	4.25
1 No. 25 at 5.25	5.25
Retail selling price	\$21.50
Wholesale cost to dealer	12.30
Profit for one month	\$ 9.20

The total investment is \$91.61. One month's profit is \$9.20 or a trifle more than 10%. Maintaining this rate of sale for the twelve months of the year, and reordering each month to keep the principal intact, the annual yield on your investment is a little better than 120% or \$110.40.

With the fine display of pens which the six dozen assortment affords, do you think one pen sale every three days is too high to figure on? Considering the fact that every man or woman that enters your store is a prospective Parker Pen buyer this average should be very easy to exceed.

We will compute the profit on 10 of the most popular and best-selling Parkers, all with clips, as follows:

4 No. 20 at \$2.75	\$11.00
3 No. 23 at 3.25	9.75
2 No. 24 at 4.25	8.50
1 No. 25 at 5.25	5.25
These pens retail for	\$34.50
These pens cost you	19.66
Your profit for one month is	\$14.84

Your entire investment represents \$145.90. Therefore \$14.84 is a yield of 10.2% for one month. If you maintain the same rate of sale throughout the year and re-order each month the pens sold to keep the assortment intact, the *annual* yield on your investment will be 122.4% or \$178.08.

## METHOD OF OBTAINING DISPLAY CASES

Display cases for Parker Pen assortments are issued to dealers on the following plan: We bill the dealer for the cost of the case—the same cost which is made to us buying them in large quantities. To offset the cost of the case we give the dealer enough free pens at list price to cancel the charge entirely. So when the dealer has disposed of the free pens he has recovered the price paid for the case and the latter remains his property. Cases can be furnished in oak or mahogany.

The four dozen case illustrated above costs \$10.75. To offset this we donate two No. 25 pens with clips and three clips extra, of a total retail value of \$11.25. The six dozen floor case shown costs \$30.00 with which we give six No. 25 pens with clips worth \$31.50. A six dozen counter case is also offered instead of the floor case. This costs \$19.00, offset by four No. 25 pens with clips retailing at \$21.00. No deviation from this arrangement is made and cases are thus issued only on regular orders for the full number of pens.

These two assortments comprise only those pens which have proven to be quick movers. No high-priced mounted goods are included, in fact 50 per cent of the pens sell at \$3.00 or under. Free advertising material of every description and plenty of it will be sent you whenever you request it. Both of these offers are proven money makers. Will you kindly give this your consideration *now*? Thank you.



A Little Journal of Inspiration and Helpfulness, Published Every Once in a While by the PARKER PEN COMPANY, Janesville, Wisconsin

## CHRISTMAS SELLING



After all, there is no use of denying it—the best reason why you are in business is because it affords you a living—presumably plus.

The more PLUS, the more prosperity and the more good things of life. The more intelligently you work, the more easily the key turns in the lock that leads to the good things you want in life.

Therefore, it is a constant incentive for every man in business to push along as best he may to increase his total amount of his prosperity—PLUS.

There are men who want to attain their object, but in striving to do so, their efforts at times are anything but logical.

There are men who, in attempting to make this race, lack tact and vision as to stumble and fall and fizzle the whole business. There are some men in business who could be making a hundred or even two hundred a year selling PARKER PENS.



Some of these men are not making a solitary cent, and there are others who are making the same road, but doing it differently and profit accordingly. There are many thousands of dealers who are making from \$100 to \$500 a year on PARKER PENS and it is only a side line with them at that.

Out of the large number of dealers who are selling PARKER PENS, a faithful study of the methods of both those who are successful in a medium sort of way and those who are successful—PLUS, the unusually successful—plus dealers are, of course, just a little higher order than those in the grade below. Therefore, the purpose of this article is to present what they are doing, the practices they adopt that make their pen business pay them from \$250 to \$500 and upward.



It has invariably been found that these dealers are the men who make a real Pen Department of their fountain pen business. Making it a department dignifies it above the ordinary. This department, like any other department of the business, must be kept neat, must be made to look attractive. The case must be kept reasonably well filled. There must be entirely no pens in the case that lack caps, that are upside down, that are dirty, or in any way in condition that detracts from the looks of the case. No suggestion that only remnants are in stock.

These men realize that the purchase of a fountain pen by any one of their customers is, basically speaking, a matter of sentimental interest.

A man loves his wife or his sweet-heart more than he would tell anyone in the world beside the object of his affection. A man thinks more of his fountain pen than any other little article that he carries, because there is a certain sentimental interest to him connected with it. He carries it next to his heart; it is the recorder of his most inner-most thoughts, of his feelings and expressions.

Naturally, under these circumstances, knowing that when he does purchase a fountain pen, he probably will carry it for a good many years, he wants to feel that he is getting a clean pen and a pen that came from pleasant surroundings and that the circumstances under which he bought it will be like-wise a pleasant memory with him and that the selection was made from a large number of pens and that he bought THE PEN that was in that particular case for him.

The dealer who recognizes this peculiar psychology of selling never fails to be successful. Of course, the man behind the counter must be tactful, polite, and have a keen appreciation of the wants and thoughts of the man on the opposite side of the counter, but that's real salesmanship and a real place of business has real salesmen.

Now some of the contributing factors are these. By ordering a case assortment. They look fine and in a conspicuous place the power of suggestion must be used. At Christmas the thought of Christmas must be put into the man's mind. He must be caused to think that a

pen, a PARKER PEN, means a satisfied and pleased user. Who is there at home that ought to have a PARKER PEN that would be pleased to have this over and above any other make of pen? Why, there's father or there's Jack or there's sister. There's that little kid brother who has been wanting a PARKER PEN so long or there's that new nephew or niece whose heart would be gladdened by the presentation of the PARKER PEN.



Therefore, use the display of a PARKER Christmas display card or of a cut-out, arranged in the right place, so that it will bring the thought of that particular customer up to the point where he could see the case, and then, with the right kind of salesmanship behind the counter, the rest is easy.

Now we have beautiful window Christmas cut-outs. One or more of these are at your service if you will use them. We can be of assistance to you in almost every way, except the actual making of the transaction for you. We can give you the benefit of our study and observation as to the successful road on which to travel and the ultimate out-come is success—plus, several times over.

We can furnish you with the goods, we can furnish you with a case, we can furnish you with the advertising such as the Christmas cut-outs, Christmas circulars, Christmas movie slides and back of it all is a real genuine desire on our part to serve you just as well as we want you to serve your customers.



Now if you have read this article, will you not be good enough to go and look over your pen stock and see whether you have a sufficient stock of the right kind of styles to make people say "Oh, Oh!" and exclamations of this character when they go into your store.

Make it look so nice that people will recommend your pen stock to their friends and you will soon be getting the Christmas trade in fountain pens in a surprising degree. Don't wait until the last minute. Christmas selling is starting right now. People are buying and putting things aside. Will you not act TODAY, TODAY, TODAY!

## GOOD THOUGHTS ARE AS REAL AS GOLD

Your business, like your character, is what you make it. Be courageous.

Think thoughts of success—of good cheer.

Soon these thoughts will clothe themselves with the very things you desired and the fears with which you were infested will soon wither up and disappear.

## TWIN SALES

The time-worn query "Is there anything more to-day?" has become quite a meaningless phrase—a rubber stamp—which provokes a "No, I guess not" the same as a hen's egg provokes a cackle. To make a twin sale, try this. Suppose, for instance, the customer has bought a PARKER PEN. When he has decided his choice and is about to pay for it, take out a smaller one and say, "Here is one, Mr. Sargent, that I'll bet your wife would enjoy having. The catalog number is 71. It is made small so that she can carry it in her hand bag or purse and is transparent so she can easily see how much ink she has in it at all times." Get it into his hand with the cap off. The chances are you can interest him in a pen for his wife or son or daughter.



There are possibilities in twin sales if the salesman will only grasp the little opportunities. It must be maneuvered nicely and tactfully, and so that the customer doesn't feel he is getting something wished on him. Make him feel that you are letting him in on something good, which is the case with PARKER PENS.

It is not only applicable to fountain pens, but to razors and extra blades, a watch and chain, tooth paste and toilet soap, etc. But it works beautifully with PARKER PENS because all men, women and children able to write their names are prospects.

We believe that it would be worth while to call a conference of your clerks and read "Twin Sales" to them.

## WHY PEN BUSINESS IS GOOD

The fountain pen business is unquestionably good. There are many lines which are suffering, and yet the fountain pen business seems to go right along.



It might be well to analyze the situation and see why this is so. There is a grain of selfishness (in some cases several grains) running through every one. Just as the old saying "Self preservation is the first law of nature" when it comes to some of the lesser things in life. For instance, a man may be hard up financially. He may scrimp and save a little here and a little there, drive his old car until it is about ready to fall to pieces and not buy a new one, he may not get that new set of furniture that he would like to get because he is hard up. But there is one thing that he will do, if he wants to buy a fountain pen, no matter how hard up he may be, he is going to find the price to pay for the pen. If he wants to further his pleasure by making his wife, sister, or sweetheart, a present of something that's going to please her, and him in the reflected pleasure of knowing that he has made her happy, he is going to find the price to buy that fountain pen for a present, no matter how hard up he may be.

The article itself is small, convenient, useful and something that will be put into use probably a good many times a day and remind the recipient of the giver.

Under the circumstances you can see that the pen business is held up and is dependent upon these points which we have enumerated and it must not be lost sight of either, that during the war we sold a good many hundred thousand fountain pens that went into the pockets of our boys, who have since returned to their homes, and probably a good many homes where fountain pens were an unknown luxury. They have told the story of the convenience and what a real friendship they had for the pen when they were away fighting the battles of the country, and as a result, the entire family circle has been introduced to the PARKER PEN as is shown by the increased demand for them.



You need not be afraid of being over-stocked. PARKER PENS, with anything like 100% salesmanship, is a quick turn-over stock. Every boy in the Army and Navy who carried a PARKER PEN knew of the liberal policy the PARKER PEN afforded its many patrons, and soldier boys do not quickly forget.

## \$35.00 PENS

Can't sell them?

"Can't" never did any very remarkable things; in fact, it is always associated with "failure."

"I will" is a much better little brother to associate with than "I can't." "I will" constantly gets you there and back again, while "I can't" sits down by the roadside and discourages you.



There are a host of people in the United States who can, and will, buy \$35.00 pens.

There is a young man who wants to buy his sweet-heart the most beautiful pen he can buy and doesn't want a gold-filled or gold-plated pen, but he wants a real solid-gold. He is a customer.

There is a rich man who wants to buy his wife a beautiful pen, something that will be treasured for an heirloom. He can well afford it, and will afford it, if it is called to his attention.

There is the lodge or society who wants to make their president or secretary a present. They will buy.

There is the public official who has perhaps delivered a fine speech and some admirer wants to compliment him. What finer is there than a PARKER PEN.

Then there is always a good deal of curiosity on the part of some people who have thought of fountain pens in \$2.50 thoughts. "What? A fountain pen that really sells for \$35.00?" The sight of such a pen in a nice delicate box would be such a sensation to a person that they would tell it to a good many people that "Down in Jones & Brown's store is a \$35.00 pen. You just ought to see it! It's a beauty! SOLID GOLD."



Of course you are not going to sell more than a gross

of the \$35.00 pens, but the number of pens you will sell with this inclusive and at less price, will be practically unlimited.

Make it just as easy for people to come to you as possible. A few nights ago a speaker of national prominence spoke in Janesville at one of the leading churches.



He delivered several addresses in the city, but at this particular church above alluded to, he had a very small audience. Why?

Those having the matter in charge concluded in order to save a little expense, that they would have him speak in the basement of the church, in the Sunday School room, which, unfortunately, could not very well be seen from the street. In order to get into this particular room, one had to go through a more or less dark passage, which the janitor had forgotten to light up. Consequently, this nationally known speaker had a very small crowd. And some simple soul asked "Why?"

It is plain to you and to the writer. What would you think of a business man who wanted to do a considerable business and who made it as difficult for people to get to his store as they did for the public to reach this particular speaker? He would be committing financial suicide and besides, he would be the laughing stock of the people in the same line of business.

atmosphere to make the customer feel as he enters the store that "Here is a pleasant place to



You know, and so does the writer, that the successful merchant of today is the man who makes his store attractive and creates in that store a friendly

trade and here is the kind of service such as is seldom found" so that a man not only buys what he came for, but thinks of something else he would like to get and buys a good deal more than he anticipated.

All the more, when this particular buyer leaves, he is satisfied to such an extent that he does a lot of advertising by his kindly recommendations.

**WILL YOU GET A BETTER JOB?**



That's up to you. If you are to give your employer service from YOUR standpoint only, what do you think he is paying for, you are DOOMED. In the scales from your employer's standpoint, you are not holding down the balance and you are soon due for a "dump" or a reduction in some way.

There are many ways to win promotion and to lay the ground work to become an employer yourself.

Here's one way: Show ability plus energy and honestly—then DO THINGS that make money for the firm. You are not hired by him as a social companion, or an ornament, but to PRODUCE TO MAKE MONEY—that's the brass tacks of the question.

Did you say you were doing all you could?

Then you have not come to your own. You need an awakening—perhaps a rude one such as losing your job, or having some awakened one promoted ahead of you.



As a concrete example of unexplored opportunities, let me ask how many fountain pens have you sold?

Have you sold any pens except those asked for?

Have you been only an automaton and done only what any one could have done?

There are a thousand and one opportunities for pen selling right in your store, and the question is, HOW MANY SALES HAVE YOU INDIVIDUALLY WORKED UP?

Investigation shows of the total number of pens sold, only about 30 per cent are actually called for and the other 70 per cent are due to salesmanship.



Parker Pens pay a good profit and if you could surprise "the boss" by asking him to order some more pens after you had put on a little quiet selling campaign, what a look of surprise you could bring on his face perhaps by so doing.

"Parker Pens" he would say, "why, we ordered enough three months ago to last six months." Then take him over to the case and show him the vacancies. LET HIM SEE THE RECORD. PLEASED? He certainly would be. He might not throw up his hat and say "bully," but he would order the pens and then watch

to see how you did the trick. Pretty soon he would see that you were alive, awake, could see where others could not or did not, that your smile and tact and intuition had a commercial value that he had not before suspected. From that moment on, you have started the foundation of your fortune.

**Fountain Pens—**

Every Man, Woman and Child who can write has constant use for a reliable Fountain Pen, they will be delighted to receive a genuine Parker Fountain Pen because they know it is the standard of all pens. They are the easiest Pen you ever wrote with. The large variety of points we carry in stock will enable you to instantly pick one suitable to your particular handwriting.

**The National Remembrance Shop**  
(Mr. Foster's Shop)  
14th Street One Door from Pa. Ave.

DO YOU NEED A CHIROPODIST AND TOO busy to wait in his office? Have him come to you by appointment. A visiting chiropodist here by appointment a day. Let us. All work guaranteed.

**GOOD SPECIMENS**

On this page are two sample advertisements which two wide-awake Parker dealers used with successful results. One of them is an adaptation of the copy on a piece of our own window advertising.

Our advertising department is very much interested in seeing specimens of dealers' advertising and will appreciate your sending it in.

**DELIVERED WITH A SMILE**

The satisfaction that comes from service well performed marks the difference between modern merchandising and common barter.

This is a store where purchases are wrapped with courtesy and delivered with a smile.

"I LIKE MY PARKER PEN—AND THE WAY IT WAS SOLD," says the customer.

- 1st—It's always ready.
- 2nd—It's clean.
- 3rd—It's "Safety-Sealed."
- 4th—The best clip I ever saw.
- 5th—It just suits you.

This is the home of the Parker (Lucky Curve) Fountain Pen. Fountain Pens repaired while you wait.

**WILLIAM H. SHEFF**

"The Biggest Little Jewelry Store in the Biggest Little City on Earth."

508 MARKET STREET

**THE ASK MR. FOSTER SERVICE**

This unique service is for the benefit of the travellers and tourists in various parts of the country.



If you happen to be located in a city where the Ask Mr. Foster Service is located, go and tell the manager that you are selling PARKER PENS and that you would give particularly good service to any one whom they might recommend to your store, and you

will find you can get considerable business from these people.

With but two or three instances, they do not sell goods or give information but they have a service which is free to the public and is paid for by the advertising.

**INTUITION**



One of the best pen salesmen the writer ever had the pleasure of doing business with was a man who considered EVERY PERSON WHO ENTERED HIS STORE AS A PROSPECTIVE BUYER for a Parker Pen unless he had already sold him one.

Not every prospect who has developed into a real purchaser asked of his own accord for a Parker Pen. The man who expects to do a successful pen business by simply selling only those who come to him and ask him for a pen is doomed to disappointment. That is a good deal like the "man who took his pail and sat down on a stump in the middle of the field and waited for the cow to back up to be milked."

Just put yourself in the other fellow's place for a moment. Suppose for instance you are in the store of a reputable dealer whom you respect and patronize occasionally and one of his salesmen should step up to you in a cordial manner and say:



"Mr. Matheson, I have just been looking over a new shipment of Parker Pens which I have gotten in and came across one of the new Jack Knife Safety Self-Fillers that has in it an ESPECIALLY NICE POINT and I have laid that pen aside for you to try a few days. It is just the pen I would like to have you own for I know when your hand gets suited, you will derive a great amount of genuine comfort from its use.

"Suppose you put this pen in your pocket and use it for a few days and if you think you will like it, step in again and you can pay me for it and if not, you can hand it back, whichever you prefer."



Now, don't you really think YOU would feel pleased at this way of doing you a GOOD TURN and the dealer at the same time and being the object of HIS thought and attention? Could you do less than take the pen as suggested and at the end of a few days, you probably would have learned to like it to such an extent that you would wonder how in the dickens you

had gotten along so many years without such a convenience, and of course, you buy it.

It's the practice of just such little things as these that makes a new salesman graduate into a GOOD ONE and from a good one into a BETTER ONE and eventually into a BIG BUSINESS MAN. How many times have you stopped to consider that THOUGHT FORCE IS A REAL THING—something that can be depended upon for results just as truly as a hammer strikes another piece of metal on an anvil.



Would you like to prove it? If so, you can demonstrate to your own satisfaction that you can do things better and more of them in the future than you have done in the past. Make a resolve that in the next twenty-four hours you will suggest to TEN DIFFERENT

PEOPLE who enter your store that you WANT TO DO THEM A FAVOR by having them stop long enough to see the advantages of using a Parker Pen, the pen that will write as a fountain pen should; that is always ready; that is clean; that will endure itself to the owner and the longer he uses it, the better it will be liked.

Follow up the suggestion with tact. GET A PEN INTO THE HAND OF EACH MAN FOR TRIAL, intimate to him what a pleasure is in store for him by making use of the pen, show him the importance of making a good selection—something that will just fit his hand and that you, as an expert pen salesman, ARE THERE TO HELP HIM MAKE THAT SELECTION.

**PARKER INK TABLETS**

Put out as a war product but has proven to be such a convenience it continues as a peace-time seller. School children, travelers, autoists all find the Parker Pen Tablets both satisfactory and useful, and sold at a price which barely covers cost as we use this as one form of advertising. Retail price, 10c only, per box.



## THOUGHTS FOR THE ADVERTISING MAN

The following poem, which is written by Mr. Harry A. Couch of Indianapolis, contains a lot of advertising suggestions for any man.

In addition to this, it is a literary curiosity.

### THE PARKER PEN FROM "A" TO "Z"

**A** stands for Anti-Break, which applies to the Cap, and Apt Advertising, full of ginger and snap.

**B** stands for Blotting, a thing of the past, by users of Parkers, writing slowly or fast.

**C** stands for Controller, and also for "Curve," creating friends for the Parkers, as they richly deserve.

**D** stands for Durable, a feature worth while, double life have the Parkers in any old style.

**E** stands for Energy and Earnest Endeavor, each to good business an opening lever.

**F**'s for our Fountain, of which you've "Heard tell," few have approached it; none can excel.

**G** is for Gratitude, expressed and implied, grateful are those with a Parker supplied.

**H** is for Hustler, which a man ought to be, have you tried with a Parker? Just do it and see.

**I** stands for Industry, Intelligence and Ink, it's a good combination, wouldn't you think?

**J** stands for Janesville, where Parkers are made, justly made famous with "Lucky Curve's" aid.

**K** stands for King, which is only a name, kindly given our Pen, but it adds to our fame.

**L** stands for "Lucky" the Curve widely known, likewise are those who a Parker can own.

**M** is for Medals, both silver and gold, many we've taken, as the records have told.

**N** is for Neatness, a source of much pride, nozzles of Parkers couldn't leak if they tried.

**O** stands for Order, which will promptly be filled, only good things from our Factory are billed.

**P** is for "Parker," the Pioneer Pen, preferably purchased by practical men.

**Q** is a hard one, but it stands for "Quill," quite a number of "has beens" use a goose feather still.

**R** is for Race, which the Parkers are winning, ranks of our rivals are constantly thinning.

**S** stands for Success, by the world much admired, striving to surpass, we never grow tired.

**T** is for Treatment that's honest and square, the Parker Pen Policy is known everywhere.

**U** stands for Users, who work with a vim, unless you've a Parker you're not in the swim.

**V** is for Volume our sales have assumed, very soon to the junk pile other pens will be doomed.

**W** is for Woman, for whose delicate hand we've a special made Parker—the best in the land.

**X** is for multiply and also for Ten, excellent symbols of the Lucky Curve Pen.

**Y** stands for Yesterday, with its old-fashioned rules, you are not up-to-date using back number tools.

**Z** stands for Zeal, which is oftentimes preached, Zenith of fame has the "Lucky Curve" reached.

## TO THE BOYS IN THE STORE

Any salesman who is ambitious, energetic, eager to climb, will take every possible means of getting out of the general crowd and into a position where he will be seen.



To "hide your light under a bushel" is not going to get a man very far. The man who waits for success to knock at his door only waits in vain. The door to success is always marked "Push."

Come, you chaps who are ambitious. Stand out where the boss can see you. Start in by reading carefully every number of Parkergrams because they contain material, which, if acted upon, will be helpful to you.

Who are you afraid of? Nobody to be afraid of except your own record. Service, and then service, and the following of the Golden Rule is science intelligently applied. You cannot ultimately fail. You may make mistakes, but try it today and check up the advance you have made in six months or a year from today.

"I have been more and more convinced, the more I think of it, that, in general, pride is at the bottom of all great mistakes."

—Ruskin

## AEROPLANE VIEW OF THE NEW PARKER PEN PLANT

Owing to building conditions, the finishing of the new Parker Pen building as all ready for occupancy has been very greatly delayed, almost a year behind the schedule time. But perhaps it is worth waiting for!

There is probably no other building in the state of Wisconsin that has a more beautiful setting than this building—immediately across one of the most beautiful parks in the city, sanitary and lighting conditions probably unexcelled in any building in the United States.

It is thoroughly modern in every way, having rest rooms, recreation rooms, a hospital, dining rooms, kitchen and pretty nearly everything that could be thought of in the way of making it pleasant and homelike for those

who are associated together for producing Parker Pens and supplying your wants.

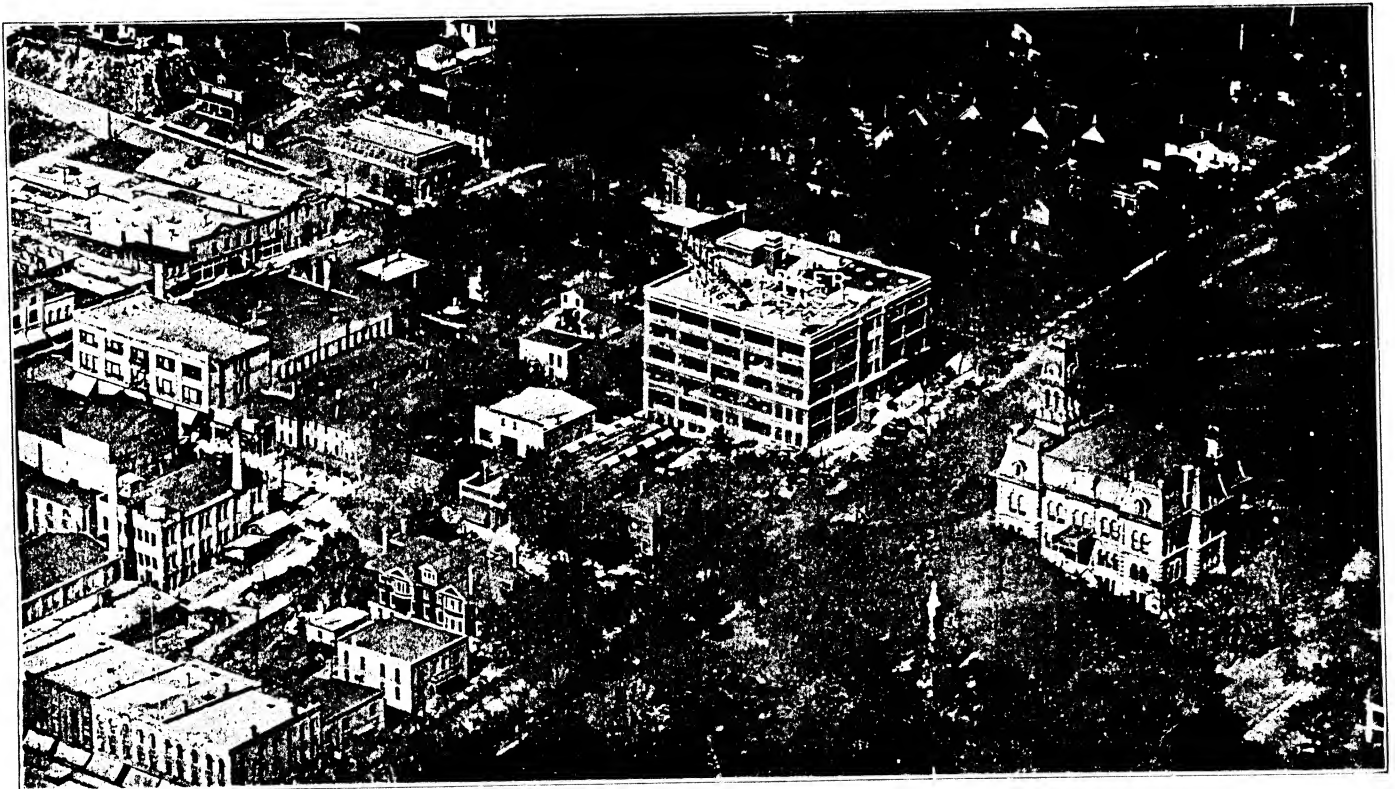
Beautiful in architecture, both inside and out. Everything possible has been done to make it pleasing to the eye, both to our friends and customers and to those who will call it their home during their working hours.

We are proud of the building! Proud of the fact that you have helped make it possible to erect such a building and we feel it is just as much your home as ours. Therefore, if any of our friends happen to be passing through Janesville, we would like and immensely enjoy having you stop off and see us in the new building. We are only 90 miles from Chicago, easy of

access, and if you happen to be in the big city, just take a run up to Janesville and see what a busy beehive of industry the Parker Pen is and the many processes through which fountain pens go in the course of manufacture. We believe you will be thoroughly repaid.

It will also aid in the sale of fountain pens and will take on new life with you if you know the real romance that surrounds them in the various and considerably intricate processes through which they go before they are turned out as complete fountain pens.

Again the writer wishes to extend his personal invitation to you to come and see us.



AERO PHOTO BY COURTESY OF J. W. McCARTNEY, BELL STUDIO, JANESVILLE, WIS.



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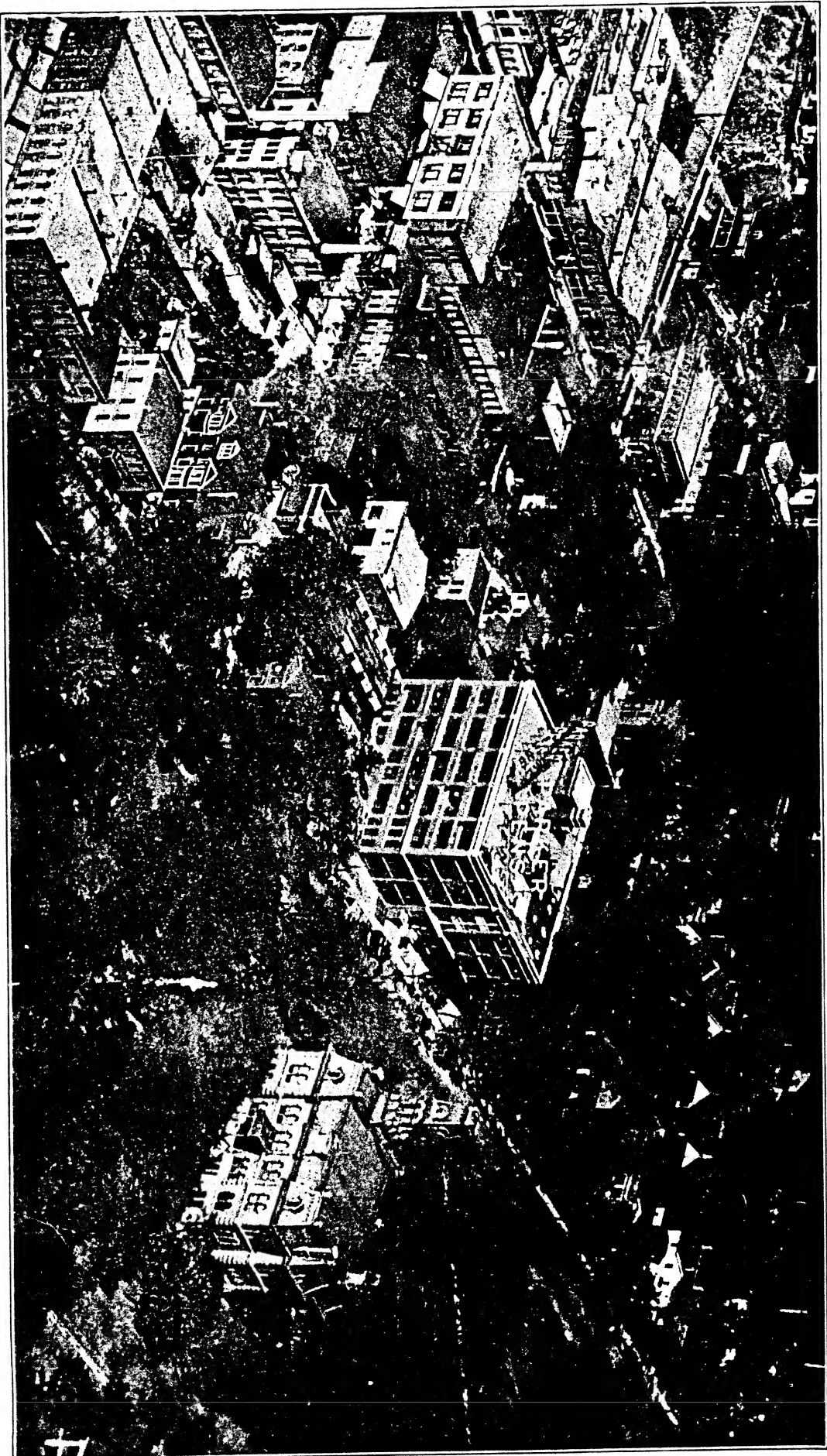
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AERO PHOTO BY COURTESY OF J. W. MCCARTNEY, BELL STUDIO, JANESVILLE, WIS.

## MEDITATION

Most of us work hard enough and are sufficiently remunerated to keep the wolf away, and practically all of us find time somehow or other to play and recreate. But how many of us take the time to fan away the mists which obscure our view of life; how many of us set aside a definite time every so often for quiet meditation to take a sounding and see just where we are on life's big ocean.

Most of us acquire "cash register minds", some more than others, of course. And in the rush of work and the race of life we pass by some important crossroads where we might better have turned.

It is a light pastime to match one fact against another, but to make really intelligent

comparisons between two sets of opposing facts, to press from each one the last drop of interest—this really requires an occasional quiet hour.

It is said that Socrates once stood under a tree for a day and a night, thinking. He was observed but not disturbed, and at last the philosopher resumed his normal activities with renewed vigor.

Perhaps you may select a friendly spot under a massive oak and forget your work and your business, and meditate, as did Marcus Aurelius, on the generalities of life.

But if business insists on intruding on your reveries, and you are interested in making money, may we suggest a little meditation on this subject: If a line of Parker Pens pays some dealers at the rate of 130% per year, would it not be worth while to give some thought towards making a like profit on Parker Pens.

We know that 70% of the fountain pens are sold by suggestion and salesmanship on the part of dealers. 30% are asked for. Ask yourself, am I getting only this 30%? Am I not overlooking the cream and drinking only the skim milk?

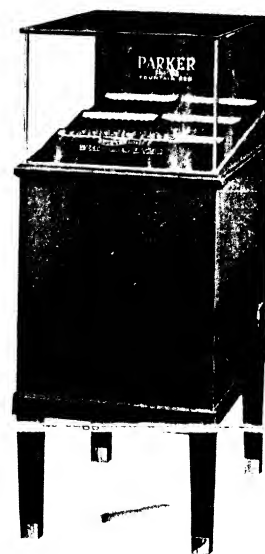
Resolve to cultivate salesmanship. Your earnings on Parker Pens are high per dollar of sale—by a little thought you can increase the number of sales.

By the way, there is an order blank enclosed with this issue of Parkergrams. We would like to have your order for the pens you now read and for the pens you will need during the Christmas shopping days. We here will all work hard to fill and ship your order promptly—may we in return ask you not so postpone sending it in? Thank you.

## TWO GOOD INVESTMENTS

### The Four Dozen Size

Retail Selling Price	\$156.65
Wholesale Cost	91.61
Profit to Dealer	\$65.04



### The Six Dozen Size

Retail Selling Price	\$255.25
Wholesale Cost	145.90
Profit to Dealer	\$109.35

## DO A LITTLE FIGURING

If this four dozen assortment is prominently displayed and a conscientious effort made to sell Parker Pens, the dealer will have no difficulty in making many sales. The following figures will show the yield on your investment if one sale is made every five days, an average which surely is not hard to beat:

2 No. 20 at \$2.75	\$5.50
2 No. 23 at 3.25	6.50
1 No. 24 at 4.25	4.25
1 No. 25 at 5.25	5.25
Retail selling price	\$21.50
Wholesale cost to dealer	12.30
Profit for one month	\$ 9.20

The total investment is \$91.61. One month's profit is \$9.20 or a trifle more than 10%. Maintaining this rate of sale for the twelve months of the year, and reordering each month to keep the principal intact, the annual yield on your investment is a little better than 120% or \$110.40.

With the fine display of pens which the six dozen assortment affords, do you think one pen sale every three days is too high to figure on? Considering the fact that every man or woman that enters your store is a prospective Parker Pen buyer this average should be very easy to exceed.

We will compute the profit on 10 of the most popular and best-selling Parkers, all with clips, as follows:

4 No. 20 at \$2.75	\$11.00
3 No. 23 at 3.25	9.75
2 No. 24 at 4.25	8.50
1 No. 25 at 5.25	5.25
These pens retail for	\$34.50
These pens cost you	19.66
Your profit for one month is	\$14.84

Your entire investment represents \$145.90. Therefore \$14.84 is a yield of 10.2% for one month. If you maintain the same rate of sale throughout the year and reorder each month the pens sold to keep the assortment intact, the **annual** yield on your investment will be 122.4% or \$178.08.

## METHOD OF OBTAINING DISPLAY CASES

Display cases for Parker Pen assortments are issued to dealers on the following plan: We bill the dealer for the cost of the case—the same cost which is made to us buying them in large quantities. To offset the cost of the case we give the dealer enough free pens at list price to cancel the charge entirely. So when the dealer has disposed of the free pens he has recovered the price paid for the case and the latter remains his property. Cases can be furnished in oak or mahogany.

The four dozen case illustrated above costs \$10.75. To offset this we donate two No. 25 pens with clips and three clips extra, of a total retail value of \$11.25. The six dozen floor case shown costs \$30.00 with which we give six No. 25 pens with clips worth \$31.50. A six dozen counter case is also offered instead of the floor case. This costs \$19.00, offset by four No. 25 pens with clips retailing at \$21.00. No deviation from this arrangement is made and cases are thus issued only on regular orders for the full number of pens.



No. 20SR *Baby*—\$3.00. This illustration is actual size. Fine for a lady's hand bag or a man's watch chain. Can likewise be furnished in medium or full length at same price.



No. 71—\$6.00 A beauty and a big success. Transparent barrel, gold crown and band on cap with a ring for chain or ribbon. This pen is sure to please.



No. 20SR—\$3.00. This is the medium length 20 with a screw ring on the cap. Self-filler or regular, plain or chased barrel. No. 23SR is \$3.75.



No. 20½SR—\$3.00. This is the same pen as illustrated above only with a fancy chased barrel and cap.



No. 20½SR 1B—\$3.75. This pen is sure to please anyone. It has just enough ornamentation to be distinctive.



No. 23½—\$3.00. A very popular size and style. A favorite with students.



No. 24½—\$4.00. This pen has a larger point and greater ink capacity than the 23 size.



No. 74½—\$4.50. Wide dull finish fancy band on barrel. Space for engraving on band.



No. 51—\$4.50. This number has always been a leader. Can now be supplied in both lengths. Place for initials on the band.



No. 65—\$4.00. Long or short barrel. Wide dull gold filled band on barrel. We suggest gold plated clips for these pens with gold mountings.



No. 66—\$4.00. There is a gold crown and ring on the cap of this pen which makes it fine for a watch chain. Self-filler



No. 00—\$4.00. There is a gold crown and ring on the cap of this pen which makes it fine for a watch chain. Self-filler or regular.

No. 24 1B—\$4.75. This is a very distinctive pen, and practical. Vest pocket length but large ink capacity.

No. 14—\$7.00. Sterling silver filigree work, beautifully done. Space for engraving name. Same design, gold filled (No. 16) \$8.00.

No. 25½ 1B \$5.75. This pen and the one directly beneath were made to satisfy the call for "one short and fat with gold trimmings."

No. 25½ 2B—\$6.50. Any size or length Parker Pen can be thus furnished with one or two bands on the cap.

No. 32—\$8.00. A very pleasing pen and good to look at. This is a bargain for this kind of a pen.

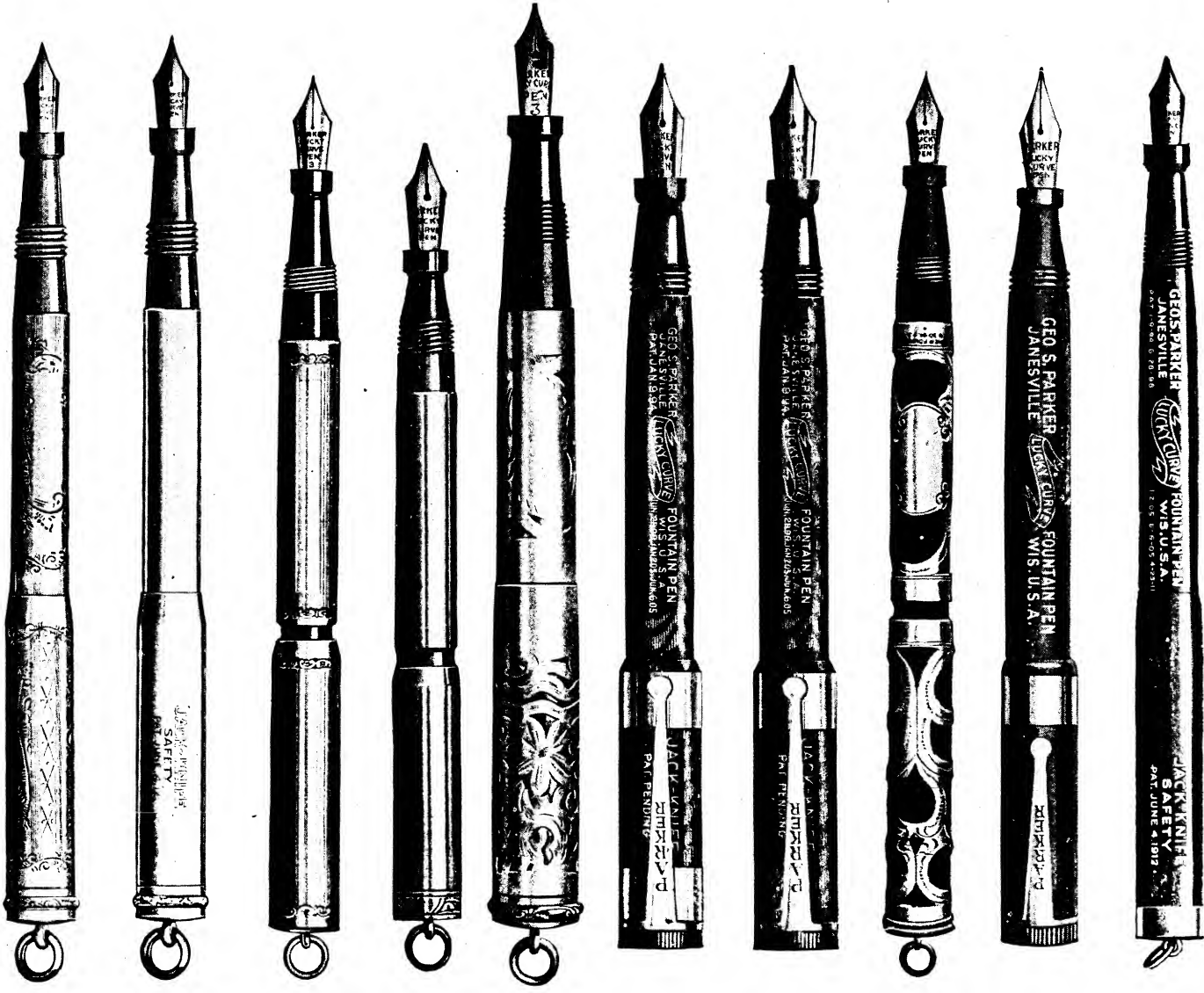
No. 48—\$10.00. Plain finished with 18-K gold-filled. A pen that is certain to be much admired.

No. 49—\$12.00. 18-K gold-filled. Fine lined effect with scroll work on top and bottom of caps and barrel.

No. 95—\$10.00. Plain sterling silver. This is a very beautiful and distinctive pen.  
No. 98—\$12.00. Plain gold-filled. Very rich and attractive.

No. 96—\$14.00. Sterling silver with finely engraved design. The engraving on this is beautifully done and you will like it.

No. 99—\$15.00. Similar to No. 96 in very heavy gold plate. This makes a wonderful gift pen.



No. 20—\$2.50. The most popular pen on the market today. Both lengths. Self-filler or regular.

No. 20½—\$2.50. Same as No. 20 with chased barrel. Transparent barrel \$1.00 extra.

No. 20½SR—\$3.00. Can be furnished in long, medium or baby lengths. Ring on cap for chain or ribbon.

No. 23½—\$3.00. This needs no introduction. These have a habit of selling fast.

No. 23½SR—\$3.50. This can be furnished in plain or chased finish, and full or medium lengths.

No. 20 1B—\$3.75. The gold band on the cap of this No. 20 sets it off to good advantage and makes it a very attractive and popular number.

No. 23 2B—\$4.00. This cut does not do justice to the pen. The two gold bands on the barrel make it very distinctive.

No. 51—\$4.50. This can be supplied in both lengths. Very good looking. Suggest gold plated clip for this pen.

No. 65—\$4.00. Wide dull finish gold-filled band on the barrel. A new number and a favorite.

No. 66—\$4.50. One of the biggest sellers last Christmas season. Gold crown and ring on cap for chain or ribbon. Both lengths.

No. 24½—\$4.00. Same as 24 with chased barrel. The short length 24 or 24½ with screw ring is just the



No. 24½—\$4.00. Same as 24 with chased barrel. The short length 24 or 24½ with screw ring is just the thing for a man's vest pocket.

No. 25—\$5.00. One size bigger than the 24. These larger sizes are more in demand than ever before.

No. 25½—\$5.00. Same as above with chased barrel. Long or medium, regular or self-filler.

No. 25SR—\$5.50. Holds a generous supply of ink. A watch chain with a Waltham on one end and one of these on the other is a good combination.

No. 26—\$6.00. This is the size of pen that will become a man's best friend. Self-filler or regular, long or short.

No. 28½—\$8.00. Still bigger. Plain barrel if desired; long or short; Self-filler or regular. Large ink capacity.

No. 20 Bakelite—\$3.50. A practical novelty. The transparent barrel of the non-self filling Bakelite shows the amount of ink in the barrel. Any unmounted Parker Pen can be equipped with a Bakelite barrel for \$1.00 extra.



Giant—\$10.00. The largest pen made. Just the thing for the man who wants something bold and big in his hand. Not supplied as S. F., but furnished in long or short length.

ALL UNMOUNTED PENS ON THIS PAGE EXCEPT THE BLACK GIANT, CAN BE FURNISHED WITH TRANSPARENT BARRELS FOR \$1.00 EXTRA. PARKER WASHER CLIPS (NICKEL) 25 CENTS EXTRA; (GOLD PLATED) 75C EXTRA.